Radio Guide

WEEK ENDING SEPTEMBER 8, 1934

TELLS WHAT'S ON THE AIR - ANY TIME - DAY OR NIGHT



Valerce III.



"SHOWBOATS"
CAP'N HENRY'S
FORTY YEARS
OF TROUPING

FINDING THE HUMAN SIDE OF THE NEWS-EDWIN C. HILL

"THE BANDITS
OF PURR OAK"
= REAL-LIFE
RADIO DRAMA

SEE PAGE 12 FOR THE START OF PROGRAMS





AMERICA'S WEEKI!

FOR RADIO LISTENELS

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The Voice of the Listener

Goofus Business

Dear VOL: Los Angeles, Calif.

Heags o' thanks to you. Claiborne Upchurch,
Arthur Claire, Marie Rozma and George Avaklan
and all other Lombardo fans for their letters.



Guy Lombardo does have the "aweetest music this side of Heaven." He is much better than Wayne King or Jan Garber. Guy Lombardo is so far ahead of both that you can't even compare the three.

In a contest held recently over the radio in Milwaukee over their re-cordings of "Goofus" Lemburdo came out vic-

Betty Mutholland King might have had brains cough to write the song but Lombardo had to supply the music.

Guy, with his three heathers, Carmen, Leibert and Victor, and the other talented Royal Canadians, have built up the finest musical organi-nation in the world Betty Mulholland

The Logan-berries

Dear VOL.

I want to express my enjoyment at the "prunes" hurled at Jimmie Durante by your very discriminating critic, Mr. Evans Plummer. Here's hoping he's still toxing them at him and it he should ron short I will send him a whole box. That "schoozle" of Durante's may he worth looking at but I ask you, has anyone enjoyed listening to it? Thanks for such good throwing Plummer really knows his PRUNES.

H. R. Logan

A B. B. Shot at Crime

Dear VOL:

I have been ceading your true stories of crime mysteries and wish to commend you for the printing of such interesting stories week after week. I believe that anyone criminally in-clined may be deterred on reading stories that do not storily crime but, on the contrary, depict that a criminal cannot win. B. B. Moskowitz

The Tactless Script

Butte, Mont. A remark made on one of my Isvorite radio programs last evening has cut me to the heart. It was on "One Man's Family" and during the dialogue Jack was ribbing Clifford about how funny a girl might look, she might even wear glasses. I, for one, wear glasses, not because I want to but because I must. It doesn't sound very funny to me to be considered a freak just because I wear glasses. There must be plenty of funny material for gags without poking fun at an unfortunate affliction. I've been think-ine, "Will the boys' brotherly razzing be as laugh provoking to me as it has been?"

Mrs. L. M. Munroe

Blanketing the Air

Let's award a carload of plums to Mr. Arbo-gast who, in a recent letter, expressed a wish, felt, I am sure, by many radio listeners. Let's

have more radio stars. orchestras and radio pro grams in the movies. And now another sug-



gestion. Why put the same program over 40 or 50 stations when one-fourth that many would be adequate. Some even-ings I find there are two programs being broadcast, one over NBC which occupies one-half the dial and the other over CBS on the other half. I am

sure if the networks would put their programs on fewer stations conveniently scattered around the country, their programs would be within reach of all who wished to hear them.

They practically aliminate other worthwhile programs while they are on the air. I like variety in programs but with this kind of setup, variety is almost impossible. James M. Seaton

This department is solely for the use of the readers as a place in which to voice opinions and exchange views about radio. Address your letters to VOL editor. 423 Plymouth Court, Chicago, Ill. You are urged to send in your photograph when writing but failure to include a picture will not bar your letter. RADIO GUIDE assumes no responsibility for returning your photograph.

Back to Good Old Days

I always have thought RADIO GUIDE a great magazine but it has risen very high in my esti-mation since it came to the defense of Phillips

Phillips Lord is a great actor. "The Cruise of the Seth Parker" gave our whole family keen enjoyment but I will tell you what has made me a booster for Phillips Lord.
"Seth Parker's Meetin' House" was one of

radio's many wonders. When I was a girl my grandmother had those meetings at her home once a week and I played the organ. The first time I tuned in on the Seth Parker program and the organ began to play "Let The Lewer Lights be Burning", I closed my eyes and was back again in Grandma Carlton's old parlor. No matter what anyone rise says about Philips Lord, I say, "Verily, he shall have his reward."

Mrs. Hallie Sweuson

Getting on the Van

Dear VOL: I want to thank Miss Nadeau who brought to the attention of myself and several friends that we, too, are for Miss Van 100 per cent. She has the leveliest

voice on any network and certainly deserves to be sponsored because she surely could sell any good product that would

feature her. I'd like very much of you would have a story and some photos of Miss Van because I'm a regu-lar customer and nothing

would please me more. How about it, public? Stand by and let one



of the best singers to by without some support?
Well, I'm not Thomas R Hughes

Danger! Menn at Work

Well, I have listened patiently for several months now to the silly voice and the Jane Ace—Gracie Allen—Mary Livingstone imitations by Portland Hoffa, and believe me if somebody doesn't do something about it. I'm going to.
I'll go to work at registering every protest I
hear and send them in to NBC as a remonstrance against the ruining of an otherwise

Cabbages and Kings

Dear VOL:
Portland Me
I thoroughly agree with A. R. D. of Princeton
but the majority of your contributors seem to
have completely ignored Glen Gray and his orchestra. I feel sorry for Ruth Montromery of Decatur, Ill. She appears to be a good natured, easy going girl but in her letter she seems to be just as ambitious for gold as in Mrs Vollee, herself. Just because she dislikes Body, the needn't throw berself in with someone the courts and press have unanimously laughed at I'm surprised that a male should openly express his opinion of Bing Crosby, but Jee Bolinger of Knexville Tenn. has exactly the right idea.

A Pair to the King

ear VOL: Brooklyn N. Y We certainly do agree with Sandra Smith about that talented moestro. Eddy Duchin to dance orchestras on the air. Only, why can't we hear more of him? We are two ardent

Cummins and Goings

Dear VOL: Wilkinsburgh, Pa I don't think much of Charles J. Borovy whose letter appeared in a recent edition. What right has he or any one else to judge other men by himself, making a statement that only females would listen to such singers as Johnny Marvin? Kenneth Cummins

Jukes and Jokes

May I express my contempt for what broad casters would have us call comedians? Here's

how I rate them:
In the "laugh at myown jokes" class, Jack
Benny easily leads the
field. Ed Wynn's cackling at his insipid puns and stale gags add to my annoyance. Then there "Bad Jokes" Durante. Canter was a nuisance but Durante's voice plus his equally poor jokes take the cake. Phil Baker is my nomi-

the No-Joke-at-All divi-

Horace K. Jukes Jack Pearl doesn't do badly either.

last but not least, the Greek this humor is Greek to me? Ambassador, George Givot. Horace R. Jukes

The Price of Plugs he general feeling against the so-called "commercial plug"

on radio programs seems to be dying out. There are still some listeners who violently object to sponsor credit lines-but most sponsors have gone a long way in the past six months to eliminate boring, lengthy advertising talkers. These sponsors deserve commendation for the adroit way in which they handled a delicate and dangerous situation. They are receiving their reward in larger audiences and fewer complaints.

For awhile the advertising material on most programs threatened to divorce the interest of the listener. Many really fine programs actually lost listeners because the entertainment was being presented as a secondary consideration. For awhile many sponsors seemed to vie with one another in seeing how much advertising they could stuff into the ears of the listeners. When announcers started on the merits of products, they went on and on forever. It became an epidemic. Something had to be done before the goose that laid the golden eggs was

One amusing incident was the introduction of a "speech radio receiver. The instrument was designed with a relay that automatically cut off a program after ten words had been spoken. Fortunately, better and shorter commercial announcements stopped this innovation in its tracks.

No fair-minded listener blames a sponsor for mentioning his name—the name of his product—and telling briefly about its merits. This is the price we are rightfully expected to pay for our entertainment. Without the sponsors' announcements there could be no radio as we know it-not unless we are willing to pay for it in coin of the realm. The price would be rather heavy considering the amount of money it takes to supply entertainment to the American radio audience Last year more than \$200,000,000 was spent.

If the audience had to foot this bill, each set owner would be taxed about \$18.00 a year. A fair idea of the type of program we then would get can be had by reviewing a British Broadcast Company program. In Britain the fee is only ten shillings a year-yet their foremost critics think the public is being robbed.

In view of the attitude abroad, we might be a bit more tolerant of or even friendly towards the sponsors whose money is spent to feed us our daily radio fare. They supply us with the best entertainment that money will buy just to have the They supply us with privilege of saying a few words about their products. Can you call to mind any other form of advertising that pays the public so well for its attention?

Full operas and symphony concerts, great singers and actors-the world's leading comics and its most talented musicians-pass in kaleidoscopic review night after night as the pleasing pattern of radio entertainment changes every 24 hours.

If those who still object to commercial announcements

would apply the following yardstick, their objections would soon disappear: Figure out what it would cost for a seat in a theater at which the various stars on the air are to be heard Then figure out what proportion of that time is taken by commercial announcements. Pro-rate the cost in minutes and

charge it off as the price of the radio show.

It won't take long before even the most strenuous objector will be convinced that he is getting more than his money's worth, despite the commercialization of the broadcast.

They Must Be Thrilled!

By Edwin C. Hill

The Secret of Finding the Extra Heart-Beat in the Day's News, as Revealed by a Master Newscaster

The answer to the frequent query, "Around what particular note do you build your news broadcasts?" is pointedly answered in their title, "The Human Side of the News." The human side of every phase of life must contain drama, romance, color and sentiment; and unless a news story is replete with these factors, it becomes valueless for broadcasting.

Of course there are occasional exceptions. An important political development, a turn in affairs which affects the life of millions, no matter how dry its interpretation, cannot be ignored.

But sentiment must remain the keynote of the broadcast. I have found that by limiting myself to five or six fields, I can cover the entire day's events as completely as is necessary to give an adequate summary of world affairs. After all, news is pretty much comprised of five major topics: catastrophe, murder, death, politics, and the unusual happenings best known in newspaper circles as human interest stories. These are matters involving children, animals or any of the lighter topics of the sort that "make the whole world kin." So I prefer to tell fewer stories and elaborate on them a bit, rather than try to embrace too wide a field.

Crime, of course, is a strictly modern topic, a subject on which I might dilate at great length, but along with other unpleasant events I do my best to eliminate it from my broadcasts. Naturally you couldn't duck Dillinger, but then there are not many stories of equal magnitude. Crime is essentially an extremely urban subject, but it is anathema to the rural listener.

In constructing my broadcasts I follow a stern routine, rejecting almost automatically all topics that are devoid of entertainment value or sentiment, or which are ugly and unpleasant. In a news broadcast entertainment is as much an essential as it is in singing, playing or the presentation of drama.

My first rule is to select an opening story brimful

of essential facts and certain to have strong appeal for



When Edwin C. Hill wants rest and re-laxation, he finds it on his Maine estate, where he is shown with his favorite pet

every type of listener. Many a potential hearer has been lost to news broadcasters because they follow the trend of the orator or after-dinner speaker by launching a broadcast with some sort of a florid introduction. Therefore I avoid the flowery opening. That first story must hit listeners right between the eyes if they are to remain receptive to the rest of the broadcast.

Once I have selected and prepared that first story, I can take a few liberties as I proceed. Those familiar with my broadcasts will recall that one of my "tricks of the trade" is to base a news event of the day on some older story. I do not care how ancient or oft-repeated it may be, if it has its parallel in a current news event, I find it an excellent complement to the story in hand. That's what I mean by the buman side of the news.

That's what I mean by the buman side of the news.

Regardless of the shallowness or the profundity of the listeners' intelligence, to paint a picture for them of the story of the hour is to make it more readily visualized. Thus dramatized, the most colorless tale takes on the aspects of a well-staged tableaux, and there is no complexity as the listener gazes on this word-illustration of an event which occurs far outside his normal sphere of activity. Audiences must be thrilled!

Naturally, sentiment is a compelling factor in any news event. A story which revolves about the family hearth is certain to be loved by even the most hardened listener. This takes me back, too, to the child and the animal elements. A lost baby, a youngster in any sort of trouble, abandoned or orphaned by circumstances; or a dog story, such as the recent instance in Chicago where a stray pup fell into an old quarry, starved on a ledge and finally had to be shot—all of these are surefire material, and I welcome as many as I can find of them in the day's dispatches.

Interesting personalities also are highly approved material. Our public has an inordinate amount of curiosity about its leading figures.

Adventure is another reliable cornerstone for any well constructed news dissertation. It is not enough merely to mention that two foreign scientists are seeking to wrest the secrets from the sky in a stratosphere flight. The story only becomes interesting when the dramatic element enters the picture. Merely to announce that so-and-so today took to the air in an effort to reach new heights, is to make the tale mundane. But to be able to paint a picture of their fight for altitude, the casting out of the last drop of ballast, the tossing overboard of all but the most essential instruments, the sudden silence of their radio, the reported drifting in crazy circles and at weird angles—these are the elements of suspense and drama that highlight a story and lift it from the slough of banality to the rarified atmosphere of unusual interest. fied atmosphere of unusual interest.

A dmiral Byrd, alone at the South Pole, is the center of a great deal of tolerant attention, but Byrd, the explorer, cut off from his base, perhaps doomed by the

A of a great deal of tolerant attention, but Byrd, the explorer, cut off from his base, perhaps doomed by the vagaries of nature to die of exposure or starvation while eager helpers are hopelessly marooned but 40 miles away, becomes an international object of reverence, awe and prayer. This is the sort of color I try to find.

It takes a deal of scanning to cull out the presentable features of the day. Currently, of course, politics is of pretty general interest. The turn in national affairs is on everyone's lips, but during ordinary administrations we do not have so fortunate a break. Nor is it difficult right now to choose interesting personalities upon whom to pin a story. The very mention of President Roosevelt is sure to generate interest.

But even these are not the backbone of the day's news broadcast. The dramatic story, the human interest affairs, the tragedy, the drama and the rare events in the daily grist, are still the core of any successful news presentation. And I dread any day which does not yield its normal crop of this type of tale.

Lest there be scoffers among the readers, let me say that I do not in any sense consider myself clair-voyant about what listeners want to hear, or am I an arbiter of public opinion. My conclusions are drawn solely from my own very human reactions, plus the concrete evidence contained in the warm and courteous mail response which is one of the rewards of my labors.

It is in personal letters that listeners best reveal their tastes, their responses, their hopes, their dreams and their ambitions. And to many of them, I find that these news broadcasts are the magic carpets which lift them bodily from their business and domestic shackles and transport them to the arenas of the world in which history is being created.

To all, save those whose bodies and spirits have al-



Edwin C. Hill may be heard over a CBS net-work every Monday, Wednesday and Friday

ready absorbed the world's shocks and disturbances, there is a compelling tug in being conveyed, if only by a word picture, to some remote point where events of grave moment are transpiring.

he same impulse which makes the thrill-starved human pursue a fire-wagon or prompts many to attend auto races and air shows in the morbid spirit of fatal anticipation, engenders rigid attention to the news broadcast. For fifteen minutes out of each day, these spiritual adventurers accompany me on these oral forays

They are with me at the (Continued on Page 15)

Showboat Days

shining down on the Missisippi—memories of those happy, carefree evenings at the show-boat sailed its placid way up and down the choice of those happy, carefree evenings at the show-boat sailed its placid way up and down the choice of the gap immartly and the of-shore humming of darkies' voices—golden memories of those deathless and write dramas popular when the new century stirred into lusty life—I can still hear the enclose of the hisses and chere that greefed the actions as, they presented those vaporous sages. The Boses of the cancer She Loved Him So' and "Tony the Tailor," Mebbe I'm a sentimental fool, folks—and if I am forgive an old man his whim—but there's a tremblin' forgive an old man his whim—but there's a tremblin'

Mebbe I'm a sentimental fool, folks—and if I am forgive an old dman his winn—but there is a tremblar goin on in my heart since I received that wire telling me that the 'Cotton Blossom' was a-goin' to the bone-yard. The most gallant craft that ever sailed on any rever—and they've sounded its death knell!

Here's the message I got from a showboat crony: 'Charley—an' showboat, the 'Cotton Blossom,' is no more. They put the old queen of the river on the auction block today, and it went for one hundred doi-

auction block today, and it went for one hundred dollars. And the new owner intends to jawk it.

**One hundred dollars for the "Cotton filosom" one hundred dollars for the creating the control of the mighty Mississipping the creating the control of the mighty Mississipping the control of the con

the junkman's heap for \$1 have my way, the old boat mon't be destroyed to be a success. Today I'm Skaper Henry of the Radio Showboat, sailing my gay and colorful craft across the uncharted seas of the sky, and as such I've tasted at the cup of fame and fortune (and Maxwell House coffee). I'm properly thankful to radio and the blessed bounties it has brought me.

I'm a-hankerin' for those priceless days of the mauve decade when I stole aboard the deck of the beautiful "Cotton Blossom" with flags

a-flyin' and calliope a-playin' and begged old Cap'n Adams to give me a chance to show my wares. In the Radio Showboat I've at-tempted to turn back the pages of tempted to turn back the pages of time and recapture the songs and spirit of minstrelsy of the original old showboats. The very breath of life lives in the patter and episodes of the river and tent shows of thirty and thirty-five years ago

Jeanne Eagels (right) late and beloved star of stage and screen, was "Mrs. Dublinsky, of the Dublin-sky Tent Show" and Wal-ter Huston, (below), like-wise distinguished in other forms of entertainment, played on showboats from New Orleans to Biloxi

By Charles Winninger Who Is "Cap'n Henry" of The Showboat Hour

> The Colorful, Glamorous Life Aboard Showboats Has Many Points of Fascination for a Trouper Who Can View Them from the Perspective of Forty Years' Experience

The whimsicality of the dialogue of that era of show business has been reproduced faithfully. I've kept my radio cast under the spell of those bysone days. I've clothed them in the fashion of that

bygone days. I've clothed them in the fashion of that galant and swashbuckling era, and the parapheralia which serves as an artistic background for the programs compresse faithful reproductions of sights as they appeared in the authentic showboat days. Unfortunately, quite a lot of the technical detail in the Radio Showboat has been lost due to the bustle, bustle and speed of the new day, but enough has been saved to prove that your old Cap'n Henry still still so dis original principle of underiving faithfulness to show the still of the property of the still still research the still still research the still research that the still research the still research the still research the still research that the still research the st

to his original principle of undving faithfulness to show-boat ideals.

It's been a tough job adhering to this doctrine, folks, because, since the Radio Showboat has taken to going places and visiting cities, a lot of the atmospheric

going places and visiting closes, a lot of the atmospheric charm of the early broadcasts has been lost. But we're still doing a pretty good job of make-believe. I still receive letters from the cracker-barrel crowds of the general stores along the banks of the Mississippi, tellin'

me that they were a-lis'nin' in

and, folks, believe me when

I tell you that we hear hell and
thunder from the boys down

thar every time the Radio Showboat doesn't sound as real

and two short ones, to which you will please answer with

Cap's Henry had a real radio showboat, it would sink like a plummet in the choppy waters of one of the Great Lakes, cause the old showboats were

Remember poor Jeanne Eagels? No

greater actress ever drew the breath of life, Well, I re-call a skinny young lady back in Kansas City, who was billed as Mrs. Dublinsky on the three-sheets of the Dub-linsky Tent Show. Yes, Mrs. Dublinsky was Jeanne Eagels, the tragic creature who was to flame so brilliantly years later. Walter Huston has thrilled you on the stage and

screen with his wonderful characterizations. Walt trav-eled on showboats and with tent shows from New Orleans to Biloxi, to the Gulf of Mexico, Houston and other

points.
Yup, they're not good actors unless they are grad-uates of the rough and tumble showboats and tents.
Other graduates of those schools are W. C. Fields, Leon Errol, Fay Bainter, Marjorie Rambeau, Willard Mack, Sad to relate, I worked on the "Cotton Blossom for but one year, but that year was a grand one. The

SHOW-BOAT

The greatest of them all-the "Cotton The greatest of them all—the "Cotton Blossom". She ploughed the Father of Waters every season for half a century, bringing laughter and fun wherever she tied to a wharf

Then look what happened at Erie, Pa., not so long ago. Well, sir, about three thousand people swarmed to the public dock to greet the Maxwell House Showboat. The chairman of an

Journal of an article of the regular meeting off, too, because the old fellow wanted to take his family down the river to see us. And I don't think it's because reople really don't know ours isn't a real showboat. They want to believe it's real because they—like your old n Henry—love showboats.

RADIO GUIDE has asked me to men-

raminy Froupe and tooted my sinde-trombone and sang and danced a jig with my brothers. Franz Winninger, my dad, began life in musical Vienna. When he came to America he followed the Viennese traditions and raised a large family—five boys and a girl. We all learned how to play at least one

instrument.

It's a blessing they weren't born today, or a couple of 'em might have had to be plowed under!

As already stated, I was seven years old when I first participated in the Winninger family's act, but I received my show-world baptism when I was a four-

year-old shaver. Mom and Pop taught me how to beat year-old saver, stoff and rop touch me now to be a a finy bass drum, with home-made drumstecks sur-mounted with five-cent baseballs! Mom needled a tiny, brass-buttoned uniform for me, and I still recall how haughty and proud I felt as I paraded down the main streets of the towns of the South and Southwest. steaming up the citizens to part with their dimes to see the g-g-r-r-e-a-t Win-n-n-n-ing-g-g-ger F-a-m-m-id-l-t-y I-r-e-r-o-o-u-up-p-e in action. One of my duties during those early years was to cir-

One of my duties during those early years was to ein-culate through the audience, selling the speci-ce-si-Doctor Reichter's Teutonia Blood Purifier; guaranteed to cute any illness from galloping dandruft to fallen arches, and all for the insignificant sum of the cents, one dime-led to the insignificant sum of the cents, one dime-led to the insignificant sum of the cents, and trans-leod-and-dunder playing parties, and trans-ing from town to from on the one-ties, and trans-leod-and-dunder playing in the cents of the blood-and-dunder playing in the cents of the properties of the cents of the cents of the blood-and-dunder playing in the cents of the cents of the blood-and-dunder playing in the cents of t

this clean spirit.
When I was sixteen—it was the summer of 1900—the bright pattern of the Mississippi scene gripped me hard

There was no envy and jealously aboard the "Cottone Blossom." There were no marquees, hence no grudges about who got the most prominent billings.

one of my burning desires that the "with a bang. It's one of my burning desires that the "with a bang. It's one of my burning desires that the "with a bang. It's one of my burning desires that the "with a portrayed aboard her. Here are a few I would make the my range of the mediant has a bound of the my range of t

And your Cap'n Henry would love nothing better than to repeat his Mississippi showboat songs over the radio showboat microphone. "I'm Called Raggedy Matt" and "While the Sun and Moon Were Shining"

were my favorites.

The Boy of the Box of th In 1901 I regretfully quit the "Blossom," I had

Leon Errol, the "man with the gutta-percha legs", learned much of his present technique of keeping audiences in stitches aboard boats such as "The Cotton Blossom"

Fay Bainter, another entertainment celebrity who "graduated" from

and I deserted the family fold for a berth on the "Cotton Blossom."
Bluff and hearty Cap'n Adams almost threw me overboard, for he

most three me overtearth or had a great contempt for the land lubber actors of the tent shows I pleaded so hard, however, that he finally gave in and decided to give the action of the contempt of the contem

the hurid melodrams of the stage presentations; the great charm of the audiences; the sincerity and simplicity of the whole patternall are etched in my memory.

They tell me I radiate friendiness and good humor in my radio shows. That's merely the spirif of the old showboat the spirif of the old showboat reflected the same spirit on the river showboat reflected the same spirit.

lines: "Something with a German accent appeared on the

ines: Something with a German accent appeared on the stage and the stage of the sta

"Cap'n Henry" himself—Charles Winninger, who brings the spirit and flavor of showboat days to the airwaves every Thursday eve-ning over an NBC-WEAF network

iarity until she explained that she was a Wisconsin girl and had seen the Winninger troupe playing in her home town many, many times!

And that set me to thinking liere was Miss Ferbet—one of the finest writers in America—acknowledging her artistic debt to the old-style actine.

got in any other way!

And when an old-finer like me thinks thoughts like that—and then turns and contemplate radio—why folks, it almost leaves me breathles! Failed the like it is discussed in the same that the like it is control of ours—helped to produce Ferbers, and Eageless—how much waster a civilizer this new-fampled rended an old short May, for every person who attended an old short May, for every person who attended an old short May, for every person who attended an old short May, for every person who attended an old short May, for every person who attended an old short May, for every person who attended an old short May, for every person who attended are to the sometimes.

Now I'm on a new kind of showboat, one built of ignenits of the imagnation and memories taken from Emments of the imagnation and memories taken from craft proudly through The wonders of radio carry our craft proudly through the proud Cotton Blossom at I do, for those wonderful days such as I spect aboard the proud Cotton Blossom and the proud Cotton Blossom. In a case where nothing ever dies or decays or is lost.





Mississippi of that period was alive with color. My association with the varied assortment of actors and actresses, many of them later to become famous, gave me a rich background from which to draw the details of the shows that were to place me likewise in the

But since then I've been on every kind of showboat, river, stage, screen and radio. I've been in show business since 1891—I was seven years old when I first walked out on the tent-enclosed stage of the Winninger Family Troupe and tooted my slide-trombone and sang



Now that the restrictions have been relaxed a bit at the Century of Progress, "Amos" (Freeman Gosden) and Frank Buck collaborate to add another bear beauty to the overflowing roster on the lake front. "Amos," named in honor of his captor and donor, takes care not to bite the hand that feeds him, that of Frank Buck, explorer and collector of animals

All my life I have attempted studiously to escape the fate of becoming a stooge, but destiny at last seems to have caught up with me . . At this moment, I am stooging for Marty Lewis, whose last words before snoving off for Bermuda were: "Say, guy, make it double length for two weeks, will yuh—and mention my name?" . . That's so you folks out there won't forget all about Lewis.

Well, I'm willing to put on the double yoke, but I'll be durned if I'll make the rounds like Lewis does, and stay up all night, and then go bleary-eyed from lack of sleep . . If I'm a stooge, then the associated stooges must help with the items . . I sent out a lot of queries, and the answers are coming in.

For instance, Grace Hayes reminds us that she knows why they don't have advertising on England's radio programs . . It seems that once they tried it, and an announcer devoted two minutes to telling what a grand kind of tea somebody was selling . "Why," exclaimed the announcer, "the King drinks it?" . . And immediately the band played, "God Save The King!" . . . So commercial broadcasting died that night in London.

Eddie Lowry sends a note about the new dictionary . . In the preface it appears there is a note which cays that 3,500 new words have been added to our language by radio . . . Ten to one most of them were invented by people who accidentally tuned in a crooner.

JACK DENNY, who is having a vacation, takes time out to tell us what is wrong with radio bands and programs. . He says too many orchestras are using the same arrangements . . Most every program is patterned after another program . . Only independent stations gamble with "different" stuff, of which the webs are afraid . . Announcers are too stilted . . They need voices that are more relaxed . . Too many programs of the same type follow one another . . Faulty instrumental balances spoil many broadcasts . . Outside of that, I guess broadcasting is doing all right.

Reviewing Radio

By Martin J. Porter

JOHN GAMBLING, the calisthenics lad, is back at WOR after a vacation abroad... He found London the town of warm beer and cold ladies. The prettiest dames are in Vienna, he says... Gambling was born in England, but give him the U.S.A... Roxy will use Jan Peerce in his show which opens at CBS Peptember 15... And very likely. Miss Peg La Centra, whom I had the honor of picking as the most engaging voice to attempt popular songs... Miss La Centra (I never have seen her in case you suspect an infatuation) was singled out from all the femme voices of the air by yours truly as the most tuneful and the JOHN GAMBLING, the calisthen-

from all the femme voices of the air by yours truly as the most tuneful and the most clear and musical.

The day I said so, she had been given a one-shot at WJZ... A hundred listeners, who hadn't read about her, thought the same and called the NBC to applaud... Agencies then went after her... Roxy, Frank Black and Harry Salter concur that Peg is the big bet of the coming season. coming season.

Dorothy Schrier, featured with Uncle Bill Turner's WINS series, is the only blind actress on the air.

The stunt departments of NBC and CBS are in acute competition... Following the NBC plot to broadcast from the top of the world's most famous mountain peaks, Columbia sallies forth with a weekly spot of 30 minutes, to feature at least half a dozen bands scattered from Hawaii to Paris... But one wonders if there are any thrills left.

GREAT HUMAN interest story in

GREAT HUMAN interest story in that "Gibson Family," which breaks out on NBC in September . . The script is by Courtney Ryley Cooper . . And will two young lovers who haunt the hammock on a porch in Park Avenue be surprised if they hear it . . . Cooper lives next door, and has taken down their conversations by eavesdropping . . . He can hardly be blamed . . It is such things that make simple and realistic reflections of life . . That's how "The Goldbergs" started . . . Gertie Berg got her dope from listening in on a Jewish family in the Bronx . . . Amos and Andy got their prototypes in Richmond, by eavesdropping on darkies . . . Mr. and Mrs. Peta Dixon used their own experiences with a tot to create "Raising Junior," and "The O'Neills" emerged after Jane West, the author, had lived next door to a typical Irish family.

It seems as if Kate Smith might blossom forth in full hour show built around her by a smart, but still prospective sponsor.

FLOYD GIBBONS will gab in Phil Baker's place for six weeks starting next Friday, (August 31). Phil will devote himself to freshening up the scripts . . "The Molle Show" is reorganizing, and will use "The King's Guards," the singing fools Whiteman brought from the West, under the title of "The King's Men". Pick and Pat, who are also Molasses and January, are now doing a series of skits at WEAF Thursdays, in the shape of mythical highlights of African history. The Ozzie Nelson press agents have strict orders to soft-pedal and discourage any kind of news that might suggest that Harriet Hilliard, Ozzie's singer, and Ozzie are in love—which they are . . . if appearances count.

Dignified morning New York papers went for a press agent gag the other day, hook, line and sinker... And did they flush when the great, big, enterprising movement by Dick Himber and other orchestra leaders to clean up radio songs was revealed as a publicity stunt, because, as told last week, the songs on the radio today do not need any cleansing.

AUGMENTING Martin Lewis' mention of Joe Cook's inventions, a funny story, and a true one, bobs up about Joe and his mad contrivances . . . Five out of

ten of the insane gadets which he suggests on the air are turned to practical use by inventors... The latest is a mike which gives ice-water... Joe once suggested milk as fish food, and in two weeks a wafer of dried milk, for fish, was put on the market... His suggestion for a dry shower bath materialized when Nicola Tetla, the electrical wizard, stepped forth with an electric shower.

shower.

It all goes back, says foe, to a broken friendship with the late Thomas Edison . . "I called on him long, long ago," says foe, "and proposed a new type of illumination . . It consisted of a lighted candle, in the neck of a bottle . . Edison's eyes lit up . . And would you believe it, two months later, out came the first electric light!"

WABC is so filled up with commercial contracts that it will fire at least six of its sustaining artists before another week has passed.

oin' to Town," the Sunday night 8 to 9 event at WIZ, was almost yanked off the air because of squabbling, but it is all ironed out now, and the show will stay as is, as it should. . . Jane Froman will be back on the air on the red NBC net at 10 p. m. September 30 . . . The new Communications Commission has decided that stations signing off don't have to announce their wavelengths any more, or the fact that they are tolerated by the Federal body . . . Gus Arnheim's band from the Los Angeles Cocoanut Grove gets a weekly spot on the blue at midnight August 28.

JOHNNY GREEN, the maestro, will tell you with a serious pan that "there ain't no such thing as American music" . . . And there ain't! . . . Except a couple of Vic

OLD GOLD is coming back to the air with a West Coast array of talent . . . Chesterfield will be back with the same set-up of Kostelanetz. Stneckgold, Ponselle and Martini . . . Camel will be back with the Casa Loma bunch . . . Lucky, as told, will do the football games for NBC . . . Smoke gets in your ears.

A break in the way of a broken skull made Muriel Wilson a star. Others have 'em but won't admit it.

Smacked down in an auto accident, she studied voice while recovering, and so to air success . . Another kind of break made Annette Hansbaw a canary . Or rather a professional one . . Her father kept a hotel in White Plains . . A recording official had an auto wreck outside the hotel and stayed in the hostelry all night . . . At breakfast next day he heard Annette warbling and signed her . . . And so from recording to "Showboat."

JIMMY MELTON was almost a lawyer when his voice was discovered in a Florida college.

WHY wasn't Father Coughlin's talk from Chicago carried over the eastern sections of the NBC web last week? . . . And why won't Father Coughlin permit anybody to interview him for publication—about anything?

The imminence of practical television may be suspected from the fact that orders are out in all the radio camps to employ only artists with pleasant faces, and pretty girls preferred.

IT SOUNDS like a nursery tale, but it's true . . . Only I can't give the names, for obvious reasons . . A mug of a male singer at one of the radio temples was vandevilling, and met a pretty young thing in Jersey. He was on the make and invited her several times to New York . . But she disdained him . . So he forged an audition summons and sent it to her . . She was to come to the studio and he would be on hand to meet her. She fell for it, but it just happened the mug was sent away that day on another tour . . The executives were puzzled when the girl appeared, but decided to be nice to her, when they had discovered the low-down trick. They gave her an audition—and she turned out to be a swell singer, and got a job . . . Things like that make radio interesting.

The guy is a ham anyhow, and there's consolation in the fact that with a radio ham the first 100 jeers are the hardest!

New Queen Election Upsets

Former Leader Regains First Place as Race Nears End for the Queen of Radio, to be Crowned at the National Electrical and Radio Exposition, Madison Square Garden, New York

For the first time in the history of Radio Guide's monster Radio Queen election, a former leader, in the person of petite Rosemary Lane, again assumes the role of temporary queen.

This is the crucial week. Unquestionably many thousands of fans have been retarding their votes for the usual last minute rally. Remember, envelopes containing ballots must be postmarked not later than midnight of September 10th to be counted.

Fans, you hold the destiny of scores of beautiful and talented radio artists in the palms of your hands. You, and you alone, have the power to bring unprecedented fame and glory to one of the queenly contestants.

testants.

Who will be the Radio Queen of 1934? Rosemary
Lane? Jessica Dragonette? Leah Ray? Countess Albani?
Dorothy Page? Gertrude Niesen? Mona Van—who?
The radio fans alone know the answer!

It is still a wide open contest. If your favorite star
is within easy striking distance of the goal, get behind
her with all the strength at your command! Don't take



Loretta Lee, songstress with George

any needless chances—she may be swamped under a last-minute avalanche of votes for her rivals!

If your favorite happens to be one of the many also-rans, don't desert her in her hour of attempted flash to top honors. Perhaps she is too far back to win—nevertheless get behind her so that she can make a creditable showing!

The greatest prize in radio history awaits the fortunate artist who is elected the Queen of this contest.

As the official organ of the radio listeners and readers, RADIO GUIDE, co-operating with the National Electrical and Radio Exposition, has assumed the herculean task of finding the ideal Radio Queen of the year. Remember, the RADIO GUIDE Queen will be an official ruler, elected by her loving and devoted subjects.

One of the greatest citadels in the world, Madison Square Garden, in New York City, has been selected as the sight of the annual radio show. During the course of this show millions of fans will throng through the aisles of the amphitheater during the period it is in progress. The show opens September 19 and closes September 29.

The coronation and publicity ordinarily would be

progress. The show opens September 19 and closes September 29.

The coronation and publicity ordinarily would be honor enough, but many more honors await the Queen. A generous budget, set aside by the editors of Radio Guide, will be lavished on the Queen, A spectacular round of excitement, glory and pleasure has been mapped out for her. Further, all the expenses of a week at one of New York's finest hotels will be carried by Radio Guide. The expenses and transportation for a traveling companion to the Queen also have been included in this budget.

Individual balloting on the part of radio listeners and readers of Radio Guide constitutes a nomination. Each candidate must receive at least ten votes, cast on the ballot provided on this page. The only restriction is that each nominee must have been a regular radio performer prior to June 1, 1934.

Fill in the ballot printed herewith. Send it to the Radio Exposition Editor, Radio Guide, 112 Fourth Avenue, New York City. You may cast as many ballots as you wish, providing they bear your authentic signature and address. And remember, balloting ceases at midnight Monday, September 10.

STANDING OF ENTRANTS

Rosemary Lane	7,208
Jessica Dragonette	6,984
Olga Albani	6,895
Dorothy Page	6,410
Leah Ray	6,393
Harriet Hilliard	6,107
Mona Van	6.018
Gertrude Niesen	5,920
Ruth Etting	5,430
Irene Beasley	5,371 5,264 4,255 4,363 4,013
Annette Hanshaw	5,264
Ethel Shutta	4,255
Rosa Ponselle	4,283
Loretta Lee	4,013
Muriel Wilson	3,893
Muriel Wilson Babs Ryan	3,560
Edith Murray	3,533
Sylvia Froos	3,491
Jane Froman	3,295
Shirley Howard	3,190
Vera Van	3,108
Dorls Shumate	3,003
Connie Boswell	2,740
Marion McAfee	2,733
Joy Hodges	2,421
Ruth Lee	2,420
Kate Smith	2,421 2,420 2,118
Julia Sanderson	2,110
Lee Wiley	1,914
Mary Rooney Dorothy Adams	1,897
Dorothy Adams	1,892
Mary Barclay Carolyn Rich Rosaline Greene	1,857
Carolyn Rich	1,812
Rosaline Greene	1,763
Memo Holt	1,697
Gracie Alten	1.531

Grace Albert	1,525
Virginia Rea	1,520
Ramona	1.516
Gretchen Davidson	1,436
Joy Lynne	1,427
Jane Pickens	1,418
Linda Parker	1,303
Alice Fave	1,296
Sandra (Dixie Debs)	1,239
Priscilla Lane	1,195
Lulu Belle	1.115



ores Gillen	1,110	Bentrice Churchill	236
rge (Myrt and		Florence Case	227
(arge)	1,086	Lucille Hall	225 192
a Gien	1,061	Dorothy Hicks	192
e Pare	1,020	Jane Ace	181
e Meredith	985	Louise Sanders	154
ry McCoy	939	Sue Fulton	136
dys Swarthout	918	Mattie Curran	123
e Joy	884	Eluine Melchior	110
nees Langford	846	Frances Forbes	107
ney Sinclair	797	Marguerite Huestis	103
cinia Hamilton		Mother Moran	102
ise Massey	710	Marian Jordan	100
ry Eastman	705	Fannie Cavanaugh	98
e Hitz	692	Grace Donaldson	91
ce Hayes	628	Ruby Wright	89
ry Livingstone	621	Joanne	87
kine Gray	595	Nan Johnson	87
kie Greener	549	Frances Baldwin	86
rt (Myrt and		Lilian Bucknam	83
large)	503	Dorothy Lamour	78
ry Steele	498		69
gy Healy	475		54
e Rich	461	Cynthia Knight	53
ne Wicker	458	Patti Pickens	50
y Talbot	433	Mary Wood	43
anne Wallace	421	Martha Mears	40
na Melba	410	Betty Brooks	37
rie Ann Lincoln	392	Betty Winkler	33
e Remsen	358	Mabel Todd	30
umann-Heink	331	Ann Leaf	28
Boswell	315	Dale Nash	27
ne Jackson	273	Mary Lakev	24

Radio Queen Ballot

Joint Sponsorship of the National Electrical and Radio Exposition and Radio Guide (city and state) My favorite radio stations, in order of preference, are: 1 2 3 4 5 5
This convenient size will allow the ballot to be pasted on a one-cent postcard. Mail to Radio Exposition Editor—RADIO GUIDE, 112 Fourth Ave., New York City 9.8.34

This Is the Last Chance to Vote for Your Queen. Send in Your Ballot NOW!

Signposts of Success

Revealed by the Lines of Your Face

By "The Doctor"

In the Face of Irene Rich Are Many Traits of Character and Capacities for Earning Money Not Apparent to the Uninitiate

rene Rich has a face as harmonic as is her lovely voice. Here and there special abilities stand out to take it from the too evenly balanced harmonic class which possesses no talent to reach above the crowd.

As an illustration, this variation is a very wide range of purely artistic sensibilities: forms, colors, harmonic surroundings and every kind of tasteful elegance. These things interest her for themselves, aside from and independent of her vocation.

and independent of her vocation,

Miss Rich's language is easy, graceful, rather vivid; her opinions are somewhat too much of her own to please her artistic friends, yet not exceedingly dogmatic in a personal way. When asked for an honest opinion, this lady will give just that: not flattery.

The long chin and rather wide lower jaw give a great flexibility, gracefulness and ease of accomplishment with telling gesture. Her voice is pleasant and commanding, with timbre and natural refinement.

A mental as well as physical mobility seem to place lieue Rich as a grand dame in a real social play, with a portrayal of gentleness, self-mastery and ability to have her way very gracefully. In fact, as a grand dame she departs somewhat from most ladies of the category, in that she enjoys youth and the characteristics of girlhood in her own and other persons' daughters, and preserves her own youthfulness by the very atmosphere of attentive interest in their welfare.

William Shakespeare could have found in Irene Rich an excellent example of the face which "age cannot stale nor time erase the infinite variety." She will be just as attractive and look as fine when she is old, as she is and does today.

In the educational world Miss Rich would have made a splendid dean of college women. But we im-



Irene Rich, who may be heard over an NBC network every Wednesday murning

agine that, with her ability for the dramatic, her natural vividness in expression, and her interest in life, the rather grey and drabbing shadows of the college-teach-ing world would not have held her. Certainly the world would have been less rich in gaining another adequate teacher and losing an extraordinary actress, whose deli-

teacher and losing an extraordinary actress, whose delicacy and refinement have unwittingly taught an excellent lesson to young "movie-fans."

If you would seek a favor of Irene Rich, do not employ subterfuge or flattery. One must appeal to her reason to get her to do anything.

Her fine, analytical ability is unusual, for it is seldom found in company with the other prominent traits possessed by her type. The visible index of reason, divided into its three parts, synthesis, analysis and judgment, is located on the under side of the nose. In Miss Rich the most prominent of these three is analysis. It is easy to recognize, for this quality is judged by how much of the septum of the nose (that little bridge of flesh which separates the nostrils) shows from a profile view, It doesn't matter whether the septum hangs down or the nostrils curve up. The results are the same.

Bulls and Boners

Announcer: "Next Monday evening will be the final broadcast of the crooning Troubadour as he is bound for the States. He is about to leave for Hollywood to appear in shorts."—Eugene Lester, New York, N. Y. (August 13; GSD London, England; 7:45 p. m.).

Lowell Thomas: "The Bull gored him twice in the na."—Frank Sisson, Springfield, O. (August 3; WLW;

Mrs. Snow: "That nose has run in our family for years."—Eleanor Turner, New Castle, Pa. (August 10; KDKA; 5:05 p. m.).

Announcer: "Be on the lookout for this lost bull-dog with a short tail named Woof."—Betty McFarland, Lincoln, Nebr. (August 13; KFOR; 6:42 p. m.).

Announcer: "Can anyone tell me how to remove white spots from furniture made from hot dishes?"—Miss Dorothy Smith, Spokane, Wash. (July 30; KFPY; 3:17 p. m.).

One dollar is paid for each Bull and Boner published. Include date, name of station and hour.

Flashes of Best Fun

Jack Benny: Mary, do you remember anything as cool as this night?

Mary: Yes, Jack, I do. Your reception when you played the Capitol Theater!

-General Tire Program

Wife: Here's your breakfast, Fred, dear.
Fred Allen: I ain't hungry, dear. I've been eating
my heart out—and it's spoiled my appetite.

Hour of Smiles

Jimmy Durante: Listen, Meadows, don't look at me so hungrily. I'm saving the tenderest part of the chicken for you. Meadows: What part is that, sir? Durante: The gravy!—Chase and Sanborn Hour

Baron: I had a potato bug once, Sharlie, but I let him go 'cause he was too darn particular.

Sharlie: A potato bug was too particular?

Baron: Yes, he wanted gravy with his potato!

—Royal Gelatin

Col. Stoopnagle: Budd, to what group of islands do the Hawaiian Islands belong?

Budd: The Sandwich islands.

Col.: What's the most popular flower there?

Budd: The Lotus.

Col.: Okay. Then make me a lotus and tomato

sandwich on toast.

-Schlitz Program

Fred Allen: Weather report—Thursday, calm; Friday, calm; Saturday, calm up and see me.
Stock Market Report—Hold American red flannel for a bull market.

-Hour of Smiles

Open Door to Beauty

By V. E. Meadows

After a Summer Outdoors, Many Points of Beauty Need Attention. Here Mr. Meadows, Director of the Beauty Guild of the Air, Discusses a Few of Them

S ummer is singing its swan song. Some of the members of the Beauty Guild may have become tanned or freckled. Perhaps there is a distinct, dark V on your neck, which will look out of place when you wear that new beautiful evening gown for the first formal fall gathering.

fall gathering.

If you have darkened under the summer sun, my suggestion is this: Your makeup should be just as dark as you are. It is impossible to apply a lighter makeup than the actual color of the skin, and still look natural. For the shoulder, neck and arms I would suggest that you apply a finishing lotion which will match the color of the skin exactly.

you apply a finishing lotion which will match the color of the skin exactly.

The finishing lotion is a liquid in the liquid powder family, but it is vastly different in that it won't come off on your clothing or your escort's clothing, and supplies a thorough film of protection to the surface covered. It is not to be used on the face, as the face needs a more flexible makeup, which is accomplished perfectly with a face cream and powder.

Stroke the finishing lotion only one way so as not

to leave it spotty. Your touch should be light so that there will be no pulling of the hair. Do not apply powder over this finishing lotion. Soap and water removes the lotion, The makeup for the face should be just as dark as the neck and shoulders, of course.

After-summer care of the hair is an important beauty problem. For instance, if you have been bathing in salt water and haven't taken the precaution to wash the salt out with a non-alkaline solution, your hair never can be expected to attain its natural luster and beauty. First of all, get a good hair brush, one that should have at least five rows of bristles. The bristles must be genuine Siberian boar bristle, not horse hair or split whale bone, and each bristle must be at least one inch in length. Brush your hair (not scalp) for at least ten minutes every day.

The best direction is upward and downward. This is true for men as well as women, for children as well as grownups.

Shampoo your hair at least once every two weeks, using soft, lukewarm water and a non-alkaline shampoo. Here is a test for alkalinity: Pour a bit of the shampoo in a half-filled water tumbler. Add phenophthalien to this liquid. If the solution turns a purplish red, it is alkaline.

You will find that the soluble olive oil I have spoken about so often, does not possess the slightest trace

I about so often, does not possess the slightest trace of alkalinity.

If you will send me your name and address, together with a self-addressed envelope, I will give you a list of the different soluble olive oils. It is of the utmost importance that you use soft water in washing your hair. Rain or snow water may be used, but distilled water is preferable. Incidentally, boiled water is not distilled water.

The Child's Hour

By Nila Mack

The Adopted Child More Often Than Not Is a Problem Child. Let Miss Mack, Director of All Children's Programs for CBS, Tell How She Handles Unhappy Adopted Children

ne of the things for which to be truly thankful in this enlightened day and age, is that the stigma has been removed from adoption. Not so long ago it was considered a dreadful blight on a child's escutcheon to come into a family via the adoption route, but by a gradual educational evolution all this has been changed. Today the adopted youngster stands on his own feet, unashamed, bearing the love of his foster parents and the esteem of his playmates.

Despite this enlightenment, however, too many adopted youngsters' lives still are made miserable simply because the foster parents decide not to tell the child his true status until "he is old enough to understand." Then, of course, the inevitable happens, Johnny and Mabel next door hear their parents whispering furtively, get the drift of the conversation, and can hardly constrain themselves until they get the opportunity to tell the child.

The shock to the child is terrific. He feels that his parents have betrayed him, His youthful and immature mind pictures all sorts of dreadful possibilities. He withdraws into a shell and moans over the fact that he's shadowed by a stigma he never can hope to overcome,

The absolutely essential thing for the foster parents to do is to tell the youngster immediately that he's an adopted child. Start from earliest infancy and hammer away with the news, and gradually, as the child's mind begins to grasp the meaning of adoption, explain that there is something fine and clean about his status. A vivid experience with an adopted child lingers in my memory. The young lady's foster parents brought her to me, and tearfully explained that the youngster had just discovered her true status and was inconsolable. From a carefree, happy miss she had changed into a moody creature, refusing to mingle with her playmates and in general behaving in a highly repressed manner.

I followed the usual routine of casting her in sev-

I followed the usual routine of casting her in several plays, watching her reactions with the other chil-



No child, adopted or "natural," need have complexes-if Miss Mack's advice is followed

dren in my fold. While she displayed a bit of spirit in her dramatic roles, she held herself absolutely aloof from the other youngsters. Naturally, the children were puzzled at her behavior.

Conditions with the child gradually grew worse,

The other children mentally catalogued her as a snob, and ceased their attempts to cultivate her friendship. Naturally, this too affected her behavior.

Seized with an inspiration, I wrote a playler concerning a young lass who had been adopted from an orphanage, and traced her adventures in her new home. The grand climax of the play, of course, revolved about the discovery of her adoption and the consequent reactions of her playmates to that fact. Everything worked out satisfactorily, with a happy conclusion.

The play proceeded smoothly, with my adopted child in the leading role. Every motion of the child in question revealed her physical, mental and emotional capacities and weaknesses. I earnestly hoped that the moral of the playlet would sink in and teach her to analyze her plight in its true perspective. I was doomed to disappointment. The entire point of the play was lost on her.

I determined on a last desperate course. I summoned her into my office and attempted to reason with her. I told her that parents had to be satisfied with the children God blessed them with, but that in her case she should be proud of the fact that her foster parents selected her in preference to thousands of other youngsters. I stressed the fact that she was selected above all others because she was so sweet and lovable, and that they wanted her more than any other baby.

I saw the pride well up in her eyes. "Do you mean that, Miss Mack?" she asked tearfully,

"Of course I mean it, honey," I replied, "What I'm telling you is a positive fact. You should gloat over the fact that of all the babies in the world, you were the one they wanted."

She walked out of my office with her head erect as an eagle's. My talk had fortified her against any remarks children might make. No longer did she show disillusionment and shame. Hadn't she been selected for adoption above all other children?

Your Grouch Box

Your criticisms of radio—and your suggestions for improving it—are much more important than you may realize. From coast to coast, broadcast leaders are trying to eliminate weaknesses and annoying practices from the air. To help them in this work of progress, they ask you to reveal what you do not like about radio. Send your radio grouches and pet ether peeves to "Your Grouch Box," where they will be read by hundreds of thousands of readers, as well as broadcasters, sponsors and studio executives. Your criticism of today may be radio's improvement tomorrow. See that it becomes so!

Southerners! Do "you-ali" agree?

Southerners! Do "you-all" agree?

Dear Editor: I was interested in "A Roar of Royal Rage from the South." signed by P. R. N., of Augusta, Georgia, and I think it certainly deserves consideration.

I think I can be even more specific in my grouch. I have lived in the South all my life, and I grant that there can be just criticisms of the South; but I have yet to hear "you-all" used in addressing one individual except when used by someone pretending to quote on the radio, on the screen, or in a speech. They are not quoting, and they would know so if they would become informed. They are not the least bit funny. They may be amusing to people who know how wrong they are, but they move me to seek other entertainment elsewhere.

elsewhere.

It need not be explained that the pronoun in the second person is "you" for both singular and plural. This is very often ambiguous. I suppose somebody invented the expression "you-all" to make the distinction. That is how a language grows. This expression may not be the best to accomplish the desired distinction, but it should be quoted and judged fairly.

To be sure, many of us say "you-all," some say "y'awll"; but we simply don't use either of these in addressing one person. That would destroy the value of the invention.

of the invention.

You will all, or better, you-all, will grant that it is all right for us to say "you two" or "you three," so why not let us say "you-all" when referring to many? (Because it's too darn much trouble to count all of you!)

University of Mississippi T. A. BICKERSTAFF

Address peeves and program criticisms—and studio knocks—to Your Grouch Box, in care of RADIO GUIDE, 423 Plymouth Court, Chicago, Illinois.

Radio Road to Health

By Shirley W. Wynne, M. D.

Must We Get Sick and See a Doctor to be Well? Those Who Live by that Belief Are on the Way to Serious Trouble

ow often a patient will go to his doctor with an ailment and say: "But I don't understand how I got it!" He is ill, yet he cannot account for his illness. He is dismayed, disgusted and impatient. He wants to recover immediately.

He wants to recover immediately.

He never blames himself, yet the chances are most likely that the fault can be traced directly to his door—because he did not take proper care of himself, because he was careless, because he "couldn't be bothered" and because he refused to listen to sound advice.

Why do we get sick? Well, because in most instances we wait until we are good and sick before we even think of going to the doctor. Thousands of patients blame the physician when he is unable to perform a miraculous overnight cure on a body that has been sadly neglected for months and even years. Must we get sick to be well? Those who live by that belief are on the way to serious trouble.

A little common sense often will prevent serious ailments. Overwork and long hours are a dangerous cause of illness. The human machine can stand a certain amount of wear and tear—but it cannot be

pushed beyond the limit without unfortunate results.

pushed beyond the limit without unfortunate results. Food is another element that plays an important role in health conservation. Remember, we eat to live, not live to eat, and the man who disobeys this theory is paving the way for disastrous ailments. Don't get up from your meals "so full you can hardly move."

The body demands a well-balanced diet that includes milk, fruit, and plenty of fresh, green vegetables. It is important, also, to remember that the digestive organs do not function properly when one is worrying or laboring under a nervous tension. At such times persons should eat slightly of easily-digested foods.

The importance of good food and proper digestion in relation to health is absolutely important. And I want to mention here that cleanliness on the part of those who handle foodstuffs and drink is a vital issue.

Man's failure to utilize the scientific knowledge at his command results in much sickness and death, as well as unnecessary suffering. As an example: We know that toxin antitoxin will prevent diphtheria, yet we have to arge parents to make use of this safe and harmless preventive against a deadly disease.

And what shall we say of the person who coughs and sneezes without covering his mouth? And of the carelessness of sick persons who leave soiled articles about, and thoughtlessly kiss other people? Add to this too many dances and too little sleep—too much electric light and not enough sunlight—too many sweets and not enough wholesome foods—and we have impaired health.

Don't wait uptil control of the person who coughs and we have impaired health.

Don't wait until you are sick to visit your doctor.

The periodic health examination is your best bet. Go to your doctor to find out how well you are, and how you can stay well, rather than how sick you are!



Three who tried to beat the law: (left to right) Joseph McDonald, Vincent Minneci and Harold DeBolt

The moving target was black—but no blacker than the bitterness in the heart of Corporal Bill Gore, of the Michigan State Police. "This very minute, he thought, "those mugs may be robbing the bank at Burr Oak—while I'm playing pop-guns here on the target-range! Regulations—bah!"

He squinted along the sights of his 38. If worry made him mass this shot, he would lose his prized Marksmanship Badge—and instinctively he knew he was going to miss. The gun kicked—the target, shaped like the shadow of a man, moved on.

"Good-bye badge!" said the lanky young commander of White Pigeon detachment. How could they expect a man to pass pistol tests, when a stool pigeon had just tipped him that a bank in his district was going to be "knocked off"? But:

"No alibi," Gore told the sympathetic scorer of the East Lansing range. "I just didn't shoot straight enough."

Sunset was staining Michigan's snow-covered fields blood red when Corporal Bill—minus his Marksmanship Badge—drove morosely up to the trim, white-walled barracks at White Pigeon. His pal, State Trooper George Milligan, hooked up as he entered.

"Yeah," said Gore, in answer to his friend's questioning look, "I lost it, kid—by two points." Then, as if to forestall Milligan's sympathy, he asked quickly: "Anything new on that Burr Oak bank tip?"

"Yes!" Blue-eyed Milligan reported crisply "We're tipped that they're going to crack the bank just before Christmas. The DeBolt kid is getting mixed up in it." Gore whistled softly. Harold DeBolt was the scapegrace son of a good local family.

"He's hanging around Blank's poolroom," Milligan continued. "Been seen with a couple of tough apes—strangers. But he spends most of his time driving that Cord of his, and throwing wild parties at the little cottage he's rented at Middle Lake."

Corporal Gore looked moodily at Milligan, nodded his head. Suddenly it occurred to him how much the trooper looked like this DeBolt lad. Both were tall, broad-shouldered, youthful. Both had blue eyes and fair hair. Two youngsters so much alike, yet so different—one coming up in life, the other letting himself degenerate. The thought saddened him.

"I'm visiting that poolroom tonight," Gore said. When he reached the place, after supper, a few snowflakes were streaking past the lighted window. The noise within died away as Corporal Gore's lanky form strode quietly among the tables. Their green felt tops were made vivid by cones of smoke-streaked light. Around the walls and tables, men were watching him.

A fellow in a flannel shirt leaned on his cue. He was big, with a mop of hair. Hair stuck out the top of his open shirt. Standing near him was a short, swarthy man with brilliantly white teeth and a brott, swarthy man with brilliantly white teeth and a brott, and he wore a flaming tie. "Lovely people—for jail," thought Bill.

The summer cottage (above) that housed a bandit mob and (below) the place where Min-neci tried to bury himself alive to dodge police





Henry Gerber, fourth member of the band, brought down by a shot from the trooper who couldn't qualify as a marksman

The Bandits of Burr Oak

"Calling All Cars"

Radio as the Defender of Law Scores Again in This Real-Life Radio Drama

By Arthur Kent

Corporal Bill Gore was worried. Everything was too quiet. In the nervous strain, trifling things went wrong with his usually excellent police routine, "You're still worrying over the badge you tost," admonished Trooper Milligan, several days after Christmas. "But now you can quit fretting about the phony tip on the bank."

tip on the bank."

That same day, Postmaster Ed Hackman dropped into the Burr Oak bank to argue baseball with his old friend, Cashier Guy Bordner.

"I think you're wrong about the Cubs, Dad," called assistant cashier John Bordner, son of Guy, who

called assistant cashier John Bordner, son of Guy, who was waiting on a customer.

The front door banged open. Three men stalked in, guns in hand. In the lead was the hulking man with the mop of hair—the man from the poolroom But now he held a shot-gun—not a cue.

"This is a hold-up!" he bellowed. "Stick 'em up!"

With him was the swarthy, pock-marked fellow with the bright teeth and fancy clothes—and another, a sad-faced, chunky youth.

They went right to work. The leader stuck his shotgun into Postmaster Hackman's ribs. The man
with the sad face swung his gun-butt and shattered
the glass of the door in the cashier's cage with a shrill,
ringing rattle. The pock-marked thug tried to reach
the key on the inside of the cashier's window. It fell
out of his reach. He cursed.

"Come on, you guys," said the bushy man with
the shot-gun. He herded the four victims into a little
anteroom. From his coat he drew a potato sack. Young
Bordner laughed. "There isn't enough money left in
the United States to fill that sack!" he said.

The flustered bandit leader dropped the sack, picked
it up—walked back into the bank and then returned.

"Open this vault!" he called to Cashier Bordner.

"I can't. The time-lock is on."

"Give it to him in the guts!" cried the leader
hoarsely.

hoarsely.

"No," said the swarthy man, who was scooping up the bank's funds. "I'll hammer his brains out." He lifted his gun

"You can do that, too," said the cashier evenly, "but the safe will still be closed." The three men hesitated. Outside, the horn of an automobile commenced to blow in-

automobile commenced to blow insistently.

"That's the signal," roared the bushy-haired leader. "Everybody out!" The three bandits rushed from the bank.

But already the pursuit was preparing. Even before the bandits left the bank, a sixteen-year-old boy whose mother kept the restaurant opposite, had taken the number and description of their car. Its frostencased windows had prevented him from seeing the driver. The lad dashed into the bank. The bandit car roared away from the curb.

curb.
Swiftly the assistant cashier had radio station WRDS—the Michigan State Police—on the telephone. It flashed:
"Calling all Cars—calling all cars. The bank at Burr Oak has just been robbed by four men in a (Continued on Page 23)

My First Thirty Years

By Buddy Rogers

Organizing a Band May Be Considered an Easy Task-But the Youthful Bandleader Had Much to Learn When He Tried It. Read His Heartbreak and His Triumph.

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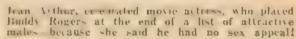
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The Columbia Broadcasting System

Beginning Sunday Evening Sept 9th
7 30 PM L.DT on
WABC WAAB WDRC WCAU WEAN
WJSV WHP WFEA WJAS
Also every lhursday 12 30 PM E.DT.



Beginning Sept. 2nd—a grand new show for Sunday afternoons!

FEATURING TONY WONS

MANY OTHER STARS OLD AND NEW

THE HOUSE BY THE SIDE OF THE ROAD

GREAT MUSIC DRAMA COMEDY

IT'S ALL THERE!



SUNDAY **AFTERNOON**

NBC WCSH 5 3) to up m EDT 5 39 to 6 pm EDT WEEL 5 30 10 6 pm EDT WFI 5 30 to 6 pm EDT WGY 5 13 10 6 pm EDT WLIT 5 30 to 6 pm EDT WIAR WTAG 5 30 to 6 p - EDT V/ 10 5 3 126, 7 EDT

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JOHNSON'S WAX



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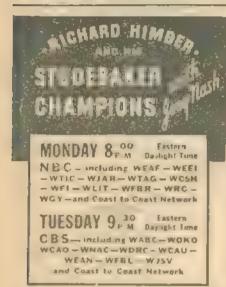
Sportcasts of the Week

SCHEDULE OF EVENTS

(Shown In Eastern Daylight Time)

SATURDAY was 1 3 pm. Hopets Stakes
CHS A BC 10 week 4 pm. Saratoga Cup
CHS A STORY STATE TUESDAY SET 4 9 30
pm. Box 10 pm. National State SATURDAY SET 7 4 pm. National Translations (BS higher methods)
National Translations (BS higher network

A test desire header is on the Colombia, and the situated September is with the mas Brian Chearge bringing the Habetal Stakes and the Sira' of an dising features of the Spa meeting this man, isleners At 3 pm. Mr. Cearge comes to the radiate for the xirid and hast tarling gallipp of the colombia beautiful and the short of the Hopetar vitar. An analysis of the records come etc. hour later George commetes this tough assignment with a report of the gree ng mile and six finlings roung covered by a band of the round hands a stress in quest of the round six files.



RADIO GUIDE PROGRAMS LEE LAWRENCE

MITH

Dorothy Allinson, pianist

Monday, Wednesday and Saturday at 1:30 P.M.

WLIT

Monday and Friday at 5:15 P.M.

CONTINUE to cater to its large ten and in claim CBS WABC chain tireten saler ethicks will a series params from the cottest face of the cities of the citi p as uning som took for september at 3 p m. The limit will be presented by Illusing Saturcay. September 8 at the

FORD DEALERS' latest publicity-seeking prigram takes in the sporting public Gordon Vines (Cobrane more widely known to for wers of the Detroit Lights as Vinkey is now heard weekly at 5 pm (1)1 on Wednesdays over a CBS-W-VIC hooking in a spel dealing entire voweth his own expert opinions of the flux races in both leagues. Pikups of the program are to be made during the rest of the season from whatever any the team happens to be each mid-seek.

Interesting to note is the fact that this Interesting to note is the fact that this office a land for lager to a mike"

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The presentation ceremonies and game will come on the air at 2.45 p. m. EDI over the entire Yankee network.

They Must Be Thrilled

(Continued from Page 3)

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ALL-WAVE SETS

Need this Special

ANTENNA for MORE FOREIGN STATIONS **MORE VOLUME** LESS NOISE

Price \$600 plus installation. Ask your dealer or service engineer today to make a Certified Installation







Programs to Be Heard

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Monday, Sept. 3

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Don Paul and his conthful orchestra, sponsored each Monday from moon to 1 p m over WAAB by a group of important business firms, adds another hour to his schedult—each Friday at

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SUBSCRIBE to .RADIO GUIDE

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Preceiving Page

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TYPISTS' ASS'N, 1733 Hunter Bldg., CHICAGO

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Music in the Air

By Carleton Smith

(Time Shown Is Eastern Daylight)

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Plogiess this week. They have had highly so as a length greath of the capital to the programs of the estimates the that at least 10,000 people were present at the programs daily. To riscolorist they have offered continually a point to hour of symphonic the states would have been of section. The month of the had been of section, the right of the had days. The monitorial field of Exposition announces the Merition Labeth. The monitorial field of Exposition announces the Merition Labeth. The horizontal field of the horizon that exposition announces the Merition Labeth. The horizontal field of the horizontal field of the horizontal field of the field of the programs of the Chicago Symphony on the Bridge of Service, announce the engagement of Palmer Clark and his Sophisticated Symphony. Beginning September of the creastral which had such tremendous response in the early days of the Lair will play daily atternoon and evening concert. Though the incleasing number of commercial programs will cut down the sistaining special field the light music programs each week.

Mozart's "Requiem"

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Lilian Bucknam

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The response to her programs shows but there is a disched proceed an ong is a livery for real and is anchored one prisoner the feeling and taste to specify and to prove the specific would be a significant to be example set by this tile ger in se'e ting her programs

The Jewish holidays bring us music from the Synogogue of Warsaw, Poland. On September 8 (NBC at 6:45 p. m.) Gerszon Swotales, famed cantor, will lend his voice to the music of the an-

Isidor Philipp

AMERICANS who hear the most famous is in a French piano pedagogue on their own sill during the Friday evenings of september (NBC at 10.30 pm.). Making its debut list need to a perfermance of Buch's D major Concerno M. Philipp plays with O wild. May need this coming F day, Saint Saers Sonata for Cello and Prano Listen if you want to hear sujerb ensemble playing.

Detailed Programs

SUNDAY, SEPTEMBER 2

SUNDAY, SEPTEMBER 2

NBC 10 30 g m Mexican Marinda Typica Band, Joaquan Garcia direct g Hector De Lara, haritone, Cieo de España ev Benim, Hemion, Rog's Quiereme Mucho, Mentias by Filherto One Alone from Romberg's The Desert Sorg. Club Verdo Cubanacan by Escarpenter NBC, 1, 15 a m Hal and Gruen, plano directante et ist der Hirtiche Tag by Bach arran euby Toote, Handa's Courante, Tcharkovsky's Marcle Sav.

(Bb. 3 p m Detroit Symphony Orchestra, Victor Kolar conducting Break Third Symphony, Palovetnan Dances from Borodius Product Lyre.

Prony, Paloyethan Dances from Borodics Prone layer NBC 19 m Sentinels Serve and Josef Koestner Lice of Edward Davies, baratore, Enno Bologoin in the Wiches Datices by MacDowel, Nitr W. Die Schonicht Keinst by Thailcosky, I sits Humarian Rhapeds Dilik to Me Oily With Thine Pipes, Estrell ta NBC 5.45 p. in. Shara Cherkassky pronist Malying Alle 2. Started a Fittide in Form Te Bod Dishe Watz. NBC 7 p. m. Shkin St. in Charles Previn 1906. Section of Charles Airs to the selection of the Adding four Jopes of Vicentia Caucas of Sections.

NBC 10 p. m. Madame Schimann Heink Dishes Lood Dix, Shaine, Gicclosmetts.

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Fair on The Barber of Secule, Fr. s. Lamuer
Toujours, On a tell from Donizett's Local d.

Indicate nor NBC 10 30 p. m. Got ic Ecl. es. Walter E. Koons directing, Choir Edwin MacArthur, or gainst: Gadsey's O Lord Our Generally, Seek Ye the Lord, Toha k visc's Ave Matta. Gail's Sun of My boul and These Is the Kongress.

FRIDAY, SEPTEMBER 7

FRIDAY, SEPTEMBER 7

NRC 8 m Class service Concert Rosa to Bourdon r to Jessica Dragonette, seprans Kasa & Lassician The Street Organ Manby De R. e. M. is As on from the third act of Pic., s. He inc. Siver Tireads Among the Gold, Tro Pices Watz by Boucher A. J. in a from Glazonow s. The Seasons, Sonctiones When Nimit Ir Nich, Settly Through the Summer Night Ir m Kalma, s. Sari, Der Riego's Houling

THURSDAY NIGHT, SEPT. 6th 9:00 E.S.T. • 10:00 E.D.T.

Columbia Network*

"45 MINUTES IN HOLLYWOO

Borden's sensational program

* IT'S HOLLYWOOD FROM THE INSIDE!

Pre-views of the best current pictures

√ Famous Stars in Person

♦ Studio Gossip by Cal York

✓ Music by Mark Warnow

*For stations -- see Radio Guide Listings

WANTED

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Please Print or Write Name Plainty

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ty Five Minutes in Holyacid Pre-views of Best Cirrent Pretunes, Screen Stars in Pressin Holyacid Miscoby Mark Warrish, Cassip by Carl Yirk WABC WCAU WJAS WOKO WDRC WNAC WJSV

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* ABC—Paul Whiteman's Orchestra;
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Thursday, Sept. 6

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11:15 pm EDT 10:15 EST NBC Jack Berger's Orchestra: WEEL

(B3-Ferris Groß's Orchestra WABC ADDC ANAC WJAS WOKO WJSV M. Dr. Bestor's Orchestra WMAL

RUBY WIZ Arthur Lewis and Organ. WIP WCAU-Jar Saviets Orchestra BGY The Vacaboads WHAM-Lance Music, News

Continued from Preceding Page

11:30 p.m. EDT 10:30 EST ABC-Fredde Beirers' Chybestra WEAF WHI WHIC WEEL WCSH NBC-Johany Johnson's Orcestra. WJZ WHAM WBAL WMAL WRYA WBZ WRC

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11.45 p.m. FDT 10.45 EST

CB Henry 15: see o Orchestra WABC WNAC WOAO WDRC WCAU 12:00 Mid. EDT 11:00 p.m. EST NBC Brity Rivers' Orchestra WJZ WRYA WMAL WBAL WBZ KDKA AJI/M

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1:00 a.m. EDT 12:40 Mid. EST
CBS—Gene Kart a Orchestra WABC
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WLW—Date Or opetra
1:30 a.m. EDT 12:30 EST
WLW—Moon River, organ and poems

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Chryster sedan-Michigan license number K-35-340. Calling all ...

"Wow!" exclaimed Trooper Ceorge Milligan when this message came from the dashboard of the radio patrol car in which he was on duty with Trooper Andrew Bosschem "They knocked it off after all!" Lie two men were just west of White P gron. "We better watch for Irush thre-tracks leading on side roads,"

They hadn't gone far, when they overhauled a Cord landaulet, piloted by a hatless youth in a suede jacket.
"Hold on!" exclaimed Bosschem, "isn't

that young DeBolt who—"

"It is" cried Milligan. "Pull him over,

brother, pull him over!"

Crowden to the road shoulder, DeBolt stopped. Gone was his swagger. He was scared. Though neither trooper showed a gun, he stepped out with his hands up.
"Yes" said Gore when they had taken
their prisoner to White P-geon. "Now we pick up the other guys."

"What!" cried Mill.gan. "Quit kidding!" "Go put your stede jacket on," Gore said, "and take off your hat." Milligan was amazed alad Bill gone crazy? But orders are orders—he obeyed,

"How do you figure?" asked M lligan "Fast. We know darped well be figured in that job. He probably drove the Chrysler-relying on the frost on the windows and windshield to keep anybody from recognizing him. All right—then he had his Card parked outside of town. That's where he gut out of the Chrysler,

Bandits of Burr Oak

When you boys picked him up he was heading for his cottage at Middle Lake The mags there are expecting-

'And so I m to drive right up to the door disguised as DeBolt," exclaimed Milligan, "while you guys crouch down in the Cord out of sight! Swell!"

Riding Toward Death

In less than two minutes, two cars roared away from the little White Pigeon barracks.

Milligan pulled up beside the garage which was attached to the cabin. The double doors swang open about eight

inches, and a voice said:

"Come on in!" Miligan leaped right over the door of the car, his gen in his hand. Gore and Lumbard popped up like tacks-in-the-box.

From the cottage burst the cry: "Geezel It's the law!"

The front door flew open. Three men came out, firing. Quickly they broke, and ran Smacking echoes of gunf te crossed and re-crossed the little lake I umbard and Milligan empticd their revolvers as the three things legged down the road.

Gore rushed through the little houseout the front door. Swiftly he glanced down the road. The panic-stricken bandits were well on their way to the tall

timbers—escaping. Gore raised the rifle. The gun cracked A slouch hat sailed from the runner's head and spun into the ditch Gore fired again. The man reeled fel., Again Gore Teveled the gun-and another man dropped. The trooper who had jost his Marksman's Badge had made three scores in three shots.

At this moment Bosschem and Chief Disivan arrived - frantic with anniety over their delay. While one joined in the pursuit, the other ran to the percest cocupied house and swiftly phoned to radio station WRDS the fact that one, at least, of the bandits was escoping. Almost immed ately the general alarm went out:

Attention, ad members of the Michigan State Pelice! Attention all police and sheriffs' officers, and all citizens in the viently of Middle Lake, White Piccon and Sturges City. Gummen who robbed the bank at Burr Oak lodgy are believed to be at large in the vicinity of Midale Lake, Attention . . .

The Last Roundup

This message arrused the countryside Memwhile the shipting had attracted the attention of every man, woman and ends in the small comments of Middle Lake Out of their houses they came running, prepared to help the police.

And there was work for them to dofor the in rd thag the swarthy little man in the fancy clethes, had escaped through

the bush to the ...ke

He threw himself into some reeds—and landed warst-deep in 1cv water. He lay on his back in this. When he could stand it no longer he scrambled out and dived underneath a house. Here he buried himself in loose sand—tuoneling under the surface in a frenzy of fear. But it seemed as if earth and water alike refused to conceal his guilt. He had forgotten that a man cannot be buried alive-and live. He began to suffocate. To save himself he twisted his lead up to the air-and a small by glimpsed a moving, half-coverc, shoe. He gave the alarm.

By now, the search had been swelled by hundreds of citizens as well as by pilice from a dozen counties. Swiftly the

hor se was surrounded

The desperate band t made one last effort to escape. No longer dapper sheddisg as much of his wet cothing as he dared—he actually managed to crawl out through some shrubbery, unnoticed. Mingling with the curious throng, he worked his way towards a car.

"Look" a woman cried. "I nere's a man in shirt sleeves" Men grabbed the sh vcring faire. The last of the Burr Oak bindles was cargit—ast six hours after

The trial was almost as swift. DeBolt was given 10 to 25 year—the bush-headed leader, named McDonald 21 to 42 years - pock-marked Vincent Minness, who tried to bury nimself, 17 to 35 years, and the sau-faced youth, Gerber, 10 to 30 years. McDonald and Gerher were wounded by Gore's keen shocting.

"I think" Corporal Bill Core said to Trooper Milligan, "that I'll run over to I

Fast Lansing and see if I can re-qualify as a marksman."

"And I think," added MI gan with a grin, "that III become an actor, specializing in disguises"

In Next Week's Issue of

RADIO GUIDE Buried Alive

This murderer didn't know his victim was alive when he buried her for deadand he durn't know the power of radio to defend the law when he turned to flee across the Mexican Border, Read the thrilling story of the gigantic search for one man among hundreds of thousandsand of an army of searchers being directed by one man's voice. It's in Ranio Guide, issue of Weck Ending September 15,



Hours to Come

a series of stamp and adventure talks by the Proctor and Gamble Company over an NBC-Wi-Al- network each Monday, Wednesday and Friday from 5:45 to 6 p. m. ED1 starting Oct, 1 . . . A lifteen-minute program swings into action also on October I over an NBC-WEAF network each Monday, Wednesday and Friday. The Delaware, Lackawanna and Western Rastroad Company will sponsor the show. Watch this column for further details . . . The D L. & W. brings back the shivery "Shadow" programs October 1, from 6:30 to 7 p. m. each Monday and Wednesday, over a CBS hook in . . The Fasy Aces start an-other series of domestic comedes October 3 and every Wednesday, Taursday and bridge from 8 to 8/15 p. m., over the CbS kilocycles. Jad sporsors again.

Ed Wynn the Fire Chief, resumes broad asting October 2 over an NBC-WFAF national hookup and weekly thereafter from 9 3) to 10 p m. The Texas Oil Company will sponsor . . . Time Magazine returns with the dramatic 'March of Time" broadcasts October 5. The popular news dramatizations will be heard every Friday night from 9 to 9 30 p m over a national CBS hookup. . . A half-ho ir musical program shonsored by the Snith Brothers will start October 6 at 9 p. m. over an NBC-WEAF hockup.

The life of Ben'amin Frank in will be dramatized by CBS Saturdays beginning September 15. Edward Lynn, author of Peter the Great and Catherine the Great serials, will write the script. These coast-

Taptain Tim Healy will be featured in to-coast programs will originate from KHJ, Los Angeles

> Chase and Sanborn's Sunday night coffee hour will positive v use the tabloid grand opera with, four Metropolitan Opera stars. Wilfred Pet etier's 60-piece symphony orchestra and Deems Taylor, starting December 2, with the usual network (NBC-WEAF) at the usual time (8 o'clock). Eddie Cantor will do eight weeks before that, unless present plans are changed . . . A dramat'e script titled 'Scaled Orders' is one to take a threetime-a-week spot on one of the NBC networks. The definite time and network has not been suttled as yet, but it is assured that Shirley Howard and the Jesters will appear on the program. Molie Shaving Cream will sponsor the show,

> NBC is still struggling to clear time for Atwater Kent. The radio set maker insists on a Sunday night spot, and the only open time has been optioned off to several other commercial houses. Watch this couling for the latest developments concerning this program . . . Ralph Kirbery has been added to the cast of the Mowhank Treas ite Chest, which returns to the pir over an NBC-WEAF network on Thursday, September 6, at 12 noon . . . I ld e Garr, the comic, will appear on the air next month for an oil sponsor . . . Whispering Jack Smith and Arnold Johnson's orchestra start a three-time-aweek program over WABC and the Columbia network September 11. The pro-

> gram, sponsored by Ironized Yeast, will

will be heard Tuesdays, Thursdays and

Saturdays from 7:30 to 7:45 p. m.

9:15 p.m. EDT 8:15 EST WRVA-Evening Musicale 9:30 p.m. EDT 8:30 EST

NBC-One Night Stands; Pick and Pat: WEAF WLIT WCSH WTIC WGY WRC ★ CBS—California, Melodies: WABC

WJAS WOKO WDRC WCAU WISV WNAC * NBC-Floyd Gibbons, the Headline Hunter: WJZ WBZ WBAL KDKA

WRVA WHAM WEEI-Dance and Concert Music W LW -- Larry Lee's Orchestra WOR-Norman Brokenshire; Orch.

10:00 p.m. EDT 9:00 EST WBC-Mario Corei, baritone: WJZ WBAL WHAM WMAL KDKA WBZ 🛊 CB5—Colonel Stoapnagle and Budd; WABC WCAU WIAS WORC WISY

*NBC-First Nighter: WEAF WCSH WEEL WIIC WLIT WRC WGY WLW-Dance Orchestra WOR-Hysterical History

10:15 p.m. EDT 9:15 EST ABS-Milton Kellem's Orchestra: WIP

Programs to Be Heard

WI.W-Henry Thies' Orchestra WOR-Eternal Life, drams

10:30 p.m. EDT 9:30 EST NBC-Jack Benny, comedian; Frank Parker, tenor; Orchestra: WEAF WLW WTIC WEEI WCSH WRC WGY WLIT

NBC-Isador Philipp, pianist: WJZ WBAL WMAL WHAM KOKA WBZ ABS-National Affairs Series: WIP WOR-Eli Dantzig s Orchestra

19:45 p.m. EDT 9:45 EST CBS-Carlile and London: WABC WOKO WAAB WCAU WJAS WDRC WNAC-Musical Rhymester

11:00 p.m. EDT 10:00 EST NBC-George R. Holmen, WITE WRC WLIT WOSH CBS-Edith Murray, songs: WABC WORC WOKO WJAS WAAB WJSV NBC Charlie Davis' Orchestras WJZ WBAL WMAL WHAM

Friday, Sept. 7

KDKA-Sport Slants WBZ-Painter of Songs WCAU-Alan Scott WEEI-Baseball Scores WGY-Marshall Van Pool's Orchestra WLW-Unsolved Mysteries WNAC-News WOR-Bert Block's Orchestra WRVA-Smoky and Poky

11:15 p.m. EDT 10:15 EST

NBC-Orlando's Orch. WEAF WIIC WCSH WLIT WEEL WRC

CBS-Leon Belasco's WARC WORC WNAC WJAS WJSY

NRC-Charlie Davis' Orch.: KDKA

ABS-Udo's Orchestra: WIP WCAU-Jan Savitra Orchestra N HAM-News WRVA-Chandu, The Magician

Continued from Preceding Page

11:30 pm. EDT 10:30 EST NBC-Fredule Martin's Orchestra: WEAF WEEL WITC WLIT WOSH NBC-Freddie Bertens' Orchestra: WJZ WHAM WBAL WBZ KDKA ABS-Blue Rhythm Band: WIP WCAU-Leon Belasco's Orchestra

WGY-Ray Nichols' Orchestra WLW-Reamion WOR-Eddie Lane's Orchestra WRVA-Dance Orchestra

11:45 pm. EDT 10:45 EST CBS-Charles Barnet's Orchestrut WABC WYAC WORC WOKO WCAU 12:00 Mid. EDT 11:00 p.m. EST NBC - Harold Stern's Orchestrat WEAF WLIT WEEL WGY NBC-Ralph Kirbery, baritone (5

Min.): WEAF WLIT WLEE WGY CBS-Harry Sosnik's Orchestea: WABC WIAS WOAU WNAC WOKO

NBC-Eddy Duchin's Orchesten. WJZ WBZ WRVA KOKA WLW WBAL ABS-Stardust: WIP WHAM-Habie Barrett's Orchestra WUR-Roger van Duer's Orchestra 12:15 a.m. EDT 11:15 p.m. EST CBS Harry Sosnik's Orchestrat
WABC WOKO WCAU WJAS WNAC ABS-Dave Martin's Orchestra: WIP WRC-Harold Stern's Orch. (NBC)

12:30 a.m. EDT 11:30 p.m. EST NBC-Gray Gordon's Orchestra: WEAF WGY WLIT WRC WEEL WRVA VOKO WYAC WCAU WJSV NBC-Paul Pendarvis' Orchestra: WJE

KDKA WHAM WEW WMAL WBAL ABS-Benny Goodman's Oreh.: WIP 12:45 a.m. EDT 11:45 p.m. EST ABS-Dave Martin's Orchestra: WIF 1:00 a.m. EDT 12 Mid. EST CBS-Sam Robbins' Orchestra: WARC WCAU-Missing Persons Reports WLW-Dance Orchestra

1:30 a.m. EDT 12:30 EST WLW-Larry Lee's Orchestra 2:00 a.m. EDT 1:00 EST WLW-Moon River, organ and poems

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Plums and Prunes



The eleven finalists in the CBS search for the girl who will sing and play opposite Dick Powell in the gala "Hollywood Hotel" program next Fall. Left to right, the contestants are: First row, Betty Brunn, station WBNS, Columbus, Ohio; Stella Sexton, KLZ, Denver, Colorado; Irene Barclay, KOL, Seattle, Washington; Martin Lewis, RADIO GUIDE'S columnist; Rowene Williams, the winner, WBBM, Chicago, Illinois; Margaret Chesick, WBT, Charlotte, North Carolina; Ludi Mai Sensabaugh, KRLD, Dallas, Texas; Betty Kelly, KFRC, San Francisco, California; and Alice O'Leary, WNAC, Boston, Massachusetts. Rear row, Dell Adams, CKLW, Windsor, Canada; Helen Ault, WJSV, Washington, D. C.; and Doris Shumate, KMOX, St. Louis, Missouri. The insert shows a close-up of Rowene Williams, the girl chosen

front page news at the moment is the victory of Rowene Williams in the national auditions conducted by the Columbia Broadcasting System to find a girl with combined dramatic and singing talents sufficient to warrant her playing opposite Dick Powell in the forthcoming CBS commercial program series featuring Powell, the girl and Ted Fiorito's or-

chestra.

But credit hasn't, as is often the case, been given where due.

Rowene's talents were not, as the press stories relate, really discovered by the network's auditions. She was first observed in a line of aspiring talent at the key motion picture house in Chicago of a large theater chain. Her discoverer and booster was none other than Cherniausky, celebrated conductor and impresario of the Chicago Theater.

Canine Bulletins

DOGS ARE PERFECT column copy, according to one O. O. McIntyre who ought to know whereof he barks, so take

these:
Not long ago the Crumits—Frank
Crumit and Julia Sanderson—became
godfather and godmother of a litter of
pedigreed Boston bull pups. The radio
audience, learning of the blessed events,
began deluging Frank and Julia with telegrams, 'phone calls and letters with requests for pups. The demand, Frank
wishes to announce, has far exceeded the
supply, and he begs the compassion of the
invisible audience—"or else," he warns,
"we'll go in for raising guinea pigs instead."

Then there's First Nighter musical con-

Then there's First Nighter musical conductor Eric Sagerquist's pet bulldog which likes nothing better than to masticate music scores, thus expressing his fond taste for his master's art. "The dog, like me, must be Swedish," adds Eric, "for it shows a preference for chewing up Norwegian music."

Off a Live Mike

ONE OF THE LARGEST band and talent booking organizations in the amusement industry is on the "spot." This outfit, reputed backers this year of the celebrated French Casino in Chicago, or at least the angels of the Parisian chorus, has, by its attention to the Casino, brought down the wrath of the management of many other spots upon its head. Inasmuch as the band booking department is the main part of the company's

By Evans Plummer

excuse for existence, the boycott, which has been called by many former customers of the booking organization, certainly will not aid the firm's commission cash register. In fact, Mike Fritzl, manager of Chicago's Cher Paree, is so disturbed that he is reported to have delivered the ultimatum to Henry Busse, booked into the Chez Paree by the band agent under discussion, that if Henry pays another cent of commission to his booker, contract or no contract, he can "get the - out of the Chez Paree!"

General Appreciation

WE BOW MOST HUMBLY to the two generals, General Tire and General Foods, for getting together on such a basis that Jack Benny ("the comedian, folks") will be insured as a year-around radio attraction with but short periods out for rests between the two series.

Many sponsors would have said that Benny was "identified" with his tire-making sponsor and would be a poor buy. But, to disprove such theories—how many of you recall who Jack's two former sponsors were? Can you name both? Not one out of four of you can.

out of four of you can.

And so, beginning in October, date to be announced, Jack and his troupe, with possibly a change of orchestra, will be heard by you Sunday evenings over an NBC-WEAF network.

PLUMS LIKEWISE are en route to the Western Clock Company in return for their contracting of the popular team of Arthur Allen and Parker Fennelly for an air series starting Sunday, September 16, at 3:45 p. m. CDT over an NBC-WEAF network. As the Stebbins Boys, this pair made thousands of friends several years ago, only to be suddenly dropped from the airlanes by their meat packer sponsor without explanation.

Inside Pickups

BILLY BATCHELOR returned August 27 to the east and midwest at 6:45 p. m. EDT over an NBC-WEAF network. but on the Pacific Coast, the show, played by a different cast, emanates from KFRC at 5:15 PST over a CBS network!

... "Song of the City," new NBC dramatic sketch now heard Tuesday to Thursday at 3:15 p. m. EDT, will be heard fifteen minutes later starting October 2 ... You who've been hunting "Just Plain Bill" will find him September 24, Monday to Friday inclusive, at 1 p. m. EDT in the midwest and 7:15 p. m. EDT in the east—all over CBS.

Rudy Vallee likes San Francisco's "Al Pearce's Gang" so well that he expects to air them on his Variety Hour in Oc-tober or November when he is on the coast making a new picture.

WHEN ROSES AND DRUMS returns to you on Sunday, September 9, at the same time it formerly was heard, you'll be listening to the show over an NBC network instead of CBS. Little Jacke Heller has Irish competition for high stool sitting-and-broadcasting honors. But the NBC newcomer, Danny Malone, tall and thin, really doesn't need the stool; he just learned to sing so seated, and now he likes it. That's no gag about the Breakfast Club. The artists on the show generally broadcast before breakfast, and the gang gets together in the studio building's drug store for eggs-sunny-side-up afterward. By the way, the Three C's, male trio often heard with the Breakfast Clubbers, are the Clitherow brothers. WHEN ROSES AND DRUMS returns

Linda Parker

The "Sunbonnet Girl" with the Cumberland Ridge Runners



TUNE IN Every Saturday Nite W.JZ-WBZ 10:30 P.M. EDT

When it comes to singing and playing the old mountain ballads and hill-billy tunes, no one can equal Linda Parker and The Ridge Runners on the "National Barn Dance" It's a great Saturday night show, with more than 40 radio artists, including Uncle Exra, Maple City Four, Lulu Belle. Spare Ribs. Hoosier Rot Shots, Louise Massey, Mac and Bob and The Westerners Not a duli moment in the whole show It sparkles with mirth and melody. A whole hour of old-fashioned singing and dancing Every Saturday night over NBC Coast to Coast Network

The NATIONAL BARN DANCE

COAST-TO-COAST

ALKA-SELTZER



Is it necessary to suffer from these unsightly sain irritations! PSORACINE, a wonderful new discorcey now relieving seasy stubbers cases where other treatments failed. Try it no matter how long affected. Write for sworn proof and free information.

EDWARD A. KLOWDEN

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(Continued from Page 11)

the best of friends. When the picture was finished, she offered to help and advise me whenever she could on contracts and scripts. I did go to her several times, and each time received real aid.

And I found myself eventually in a position in which I needed aid. As I have said, the type of role which had become firmly attached to my name was increasingly distasteful to me. Here I was, nearly thirty, and still being cast, over and over, as the chronic collegiate, a guy who could wear good clothes gracefully and make proper love. "America's fully and make proper love. "America's Boy Friend" was heartily sick of being so called. I was in a bad spot, and no-body seemingly could help me out of it except myself.

I began to look around, Florenz Zieg-

feld was casting his new musical comedy, "Hotcha." He had already signed for it one Hollywood star, Lupe Velez. I entered into negotiations with him, and it looked as though I might have a chance.

as though I might have a chance.

And then I got an unusual break. Ed Scheuing, former manager of Rudy Vallee and representative of the National Broadcasting Company's Artists' Service, was in Hollywood. He looked me up and we talked bands. We talked to such good purpose that I made my announcement. I was breaking with pictures and was on my way to New York and music.

Working at Two Jobs

Everybody thought I was crazy. My contract with Paramount had still a year to go. And it was a good contract. I suppose it did seem a foolhardy thing to do. I had minutes of serious misgiving myself. But music was, after all, the right profession for me. I knew it then, just as I shall know it the minute the right girl comes along. And it isn't every day such an opportunity as was now mine drops into a fellow's lap. I was to play the Hotel Pennsylvania Grill in New

Bandstand and Baton

while many of the younger orchestra leaders are wondering what makes a band popular, a lot of the old-timers would like to know just what makes one unpopular. What causes a sudden slackening of public interest, a loss of glamour attached at one time to a name that now is a "has-been." name that now is a "has-been.

Johnny Hamp summed the proposition up the other day. "It doesn't pay to take a job without a prominent broadcasting connection," he said. "You've got to keep in touch with your fans over the air now." in touch with your fans over the air now." Johnny backs his words with action; he is in the Drake hotel. Chicago, enjoying the 50,000 watts of WGN's transmitter, and he just came from St. Louis, and KMOX and CBS's large audience.

Which would imply that Clyde McCoy should he rated with the best of them. For Clyde was the only leader mentioned in Raoio Guine's poll who had been aired locally only. But you tell us where he is now. We don't know,

PREMATURE COLD weather causes musicians playing on roof gardens and in open-air pavilions to shiver down their horns. And is reminiscent of other premature events, such as—Buddy Rogers' premature entrance into the band business several years ago, self-admitted, with a band that couldn't harmonize . . . Guy Lombardo's shift to his present sponsor, who pays the Royal Canadians plenty but is threatening their popularity by dictating tempos . . Art Kassel's waltzes and slow harmonies of a year and a half ago; if Art were airing now, he would surprise the bigwigs with his popularity . . . Watch him when he returns to the air over CBS.

THEATER ENGAGEMENTS in the THEATER ENGAGEMENTS in the near future include Isbam Jones at the Warner's Earl theater, Washington, D. C., beginning September 7: Earl Butinett's work at the Chicago, Marbro, Tivoli, and Uptown in Chicago, already begun and lasting throughout this month. Incidentally, Earl is to fill a two-week engagement at the Coronado hotel, St. Louis, before returning to his Drake hotel, Chicago spot October 20—and Harry Sosmik at the Palace, Chicago, during the week of Sep-

My First Thirty Years

York, where Rudy Vallee had held forth for some time previous, and go on the air as sustaining feature for NBC,

I was scheduled to open at the Pennsylvania March 28, 1932. I went to New York. Meanwhile, my negotiations with Ziegfeld had born fruit. "Hotcha" went into rehearsal with Lupe Velez and June Knight, and with myself in the juvenile lead.

Between rehearsals I organized the band. I had had scouts out spotting players for some time. I had very definite ideas about that band. It was going to be composed of the best material available. I would be satisfied with nothing less than a star for each interest.

available. I would be satisfied with nothing less than a star for each instrument.

And that is where I made my mistake,
Two weeks after I had arrived in New
York, we had that band assembled. We York, we had that band assembled. We made preliminary appearances at the New York and Brooklyn Paramount theaters. The band seemed all right then. I couldn't expect too much of such a new outfit. We opened at the Pennsylvania with a great splurge. Notables of the stage, screen and of the music world were there. It was as brilliant an occasion as I could wish, my most brilliant since the opening of "Wings." Everything was fine—except the music!

That music was awful, I had assem-bled a group of soloists, virtuosos. They did not, could not, blend into a working

unit.

The newspapers were kind enough to say as little about it as possible. But there is such a thing, you know, as damning with faint praise. I am usually not too concerned about newspaper notices. Enough criticisms to keep a bandleader looking to his laurels, come to him direct. The only file of my press clippings I know of is the one my father keeps

tember 7. Will Osborne is vaudevilling through the east and Ben Pollack in the midwest. George Olson takes up the road again shortly—rumor has it that George wanted too much money and so lost the Edgewater Beach hotel, Chicago; job now gone to Clyde Lucas.

WONDER WHY CBS continues sending publicity on Gus Arnheim when his present spot always has been, and still is, present spot always has been, and still is, NBC in sustaining broadcasts. Gus has a Tuesday night broadcast over NBC... Ted Weems is a god-father again, with Mr. and Mrs. Crouse of Muncie, Indiana, naming their recently-born after him, Ted Weems Crouse... Emil Coleman is stopping off for five weeks at the Palm Beach Casino—no, not Florida, but Cannes, France, while en route to the French Riviers for the winter season. vlera for the winter season,

back in Olathe. But this was different. This was my chance at the top of the profession I wanted to make my own, and had muffed it.

There was nothing to do but reorganize, It was a slow, but a hectic process. But we went through with it. We played the Pennsylvania Grill for eight months, and with an ever-improving orchestra. The past two summers have been en-

of course, by the long stretch when I was commuting back and forth from New York to Chicago to make "Take a Chance." But before and after I had time to settle down. And this summer is even better.

Reunion in Chicago

My mother is in Chicago, for one thing. And my sister was in for a few days. It's grand to be in one spot long enough to see something of your family. And I have a small speed cruiser tied up in the Chicago river. It's a greedy monster for fuel, but it will make thirty miles an hour and send out a satisfying foamy wake. We can take refuge from heat and crowds out on the lake when we like, and swim or bask in the sun uninterrupted.

swim or bask in the sun uninterrupted. I've also had a chance to play more than once on some of the local golf courses. When you're struggling hard to break a score of 80, it's some advantage to play a course not entirely strange to you.

The Ward Soft-Bun Bread program went on the air August 12, starring Jeanie Lang, the little blues singer who made such a hit with the Hudnut program. You can hear it over a CBS network every Sunday night from 9 to 9:30 Eastern Daylight time. As long as the World's Fair and our stay at the College Inn continue, we'll broadcast direct from Chicago. Then we move to New York to open in a hotel, and broadcast direct from there.

from there.

There's a tiny thread of narrative tying together the weekly Ward broadcasts.
Nothing very weighty. Just a love story,
the light, happy sort of thing that can
be done to music. I'm hoping my own
love story will be like that, when it
comes. Meanwhile, I'm stringing along
with music. And if I have any definite
ambition for the future, it is only that I
may never see the time when Saturday
night fails to bring in its pay check!

Mr. Fairfax Knows

EUGENE McGILLEN is the one who played the part of Mr. Armstrong in the Myrt and Marge series. (For Mrs. D. S., Joliet, Ill.)

"PAINTED DREAMS" characters are as follows: Mother Moynihan, Bess Flynn; Daisy O'Donnell, Bess Flynn; Valerie, Mary Afflick; Joyce, Kay Chase; Alice, Alice Hill; Marilyn, Cornelia Osgood; Tony, Jean McDonald; Dr. Dean, Carlton Brichert; John Stewart, Bob Bristor; Jim Wallace, Bob Fiske, (For Mrs. Pollard, Hannibal, Mo.)

ASHER AND LITTLE JIMMIE will begin another series in about a month or six weeks over station WSM. As soon as we have information as to the definite date of their return, you will read of it in Radio Guide. Little Jackie Heller celebrated his 26th birthday May I. (For Betty Stire, Indianola, In)

DON McNEIL, the NBC announcer, was born in Galena, Illinois, December 23, 1907. He is six feet, two inches tall, and weighs 185 pounds. He plays piano, flute and saxophone, but his hobby is drawing. He is married. (For Subscriber, Bingbampton, N. Y.)

HENRY BUSSE'S opening theme song is "Hot Lips," He closes with "When Day Is Done." (For A. Decker, Rockford, Ill.)

THE HOOFINGHAMS are off the air now. Elsie Hitz and Nick Dawson will re-

turn with the "Dangerous Paradise" sketch shortly. The part of Mother Moynihan is played by Bess Flynn, while Irna Phillips plays the part of Mother Moran. (For J. Kallal, Berwyn, Ill.)

JONES AND HARE can be heard over WOR and on electrical transcriptions. They are not the same people as Fields and Hall, and East and Dumke, Sisters of the Skillet, is still another team (For Hermoyne Bondi, Dardanelle, Ark.)

LEW WHITE can be heard on an NBC network at 8:30 a. m. EDT daily. (For Miss R. D. W., Winston-Salem, N. C.)

THE COMMODORES are Cyril Pitts, tenor; Reinhold Schmidt, bass; Herman Larson, baritone; Thomas Muir, tenor. The accompanist is Bob Childe. (For Miss L. W. D., South Woodstock, Vt.)

JESS KIRKPATRICK is at Merrie England at the World's Fair. Joe Sanders' band has broken up, although reorganiza-tion negotiations are in progress. (For H. L. O., Champaign, Ill.)

JESSICA DRAGONETTE was born February 14th. (For A. F., Chicago, III.)

Hits of Week

R adio bandleaders seem to have been held under the spell of the Autumn moon, to judge from the song reports tabulated by Radio Guide. "Moonglow" was the song hit played most often over the air during the past week, and in addition it was designated as the outstanding hit of the week by the maestros of the kilocycles.

Following is the tabulation compiled by Radio Guide."

SONG HITS PLAYED MOST OFTEN ON THE AIR

Song	Times
Moonglow	30
For All We Know	29
Pardon My Southern Accent	27
The Very Thought of You	25
Only Have Eyes for You	24
The Moon Is Yellow	23
I Saw Stars	20
Never Had a Chance	18
All I Do Is Dream	17
Say It	15
RANDI FADERS' PICK OF DUTSTAND	TNG

Moonglow Eyes Wide Open I Saw Stars
For All We Know
The Very Thought of You
Pardon My Southern Accent
Love In Bloom Sleenyhead The Moon Is Yellow

HITS

In Next Week's Issue:

ROXY

By Jack Banner

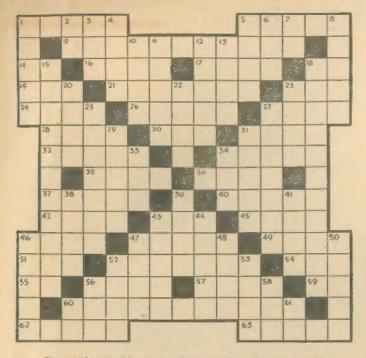
The Career and Triumphal Return to the Air of "The High Priest of Radio"

Broadcasting the International Yacht Races

The Story of How the Race Will Be Reported from Various Points Along the Course-Charts and Diagrams for Aid in Following Itand the Announcers Who Will Do the Job-All in Fullest Detail

And an Issue Packed with Feature Stories of the Stars

Radio Guide's X-Word Puzzle



The solution to this puzzle will be published in next week's issue, in which you will find another absorbing puzzle

DEFINITIONS

HORIZONTAL

- 1—Radio dees this grand in strument full justice 5—A radio maestro 9—Outstanding
- 14 Initials of Ruffo, opera star 16 Gutlet

- -Combat successfully
 -Yours truly
 -Precious stone
 -East Indian air conditioners
- 4-Like an egg 6-What the Tower of Pisa

- does
 27 God of war
 28 Orchestra leader Coleman's
 first name
 30 Sailing equipment
 31 These lowly dences heat a
 full house
 32 Identification tag or mark
 34 Nickname for a talkative
 bid
- bird

- -Send out -Clan dispute -Tropical plant
- 42-The terrible cras 43-Streets (abbrev.) 45-Look for

- 46-Earth 47-First name, most famous football couch 49-Democratic ex-Senator or

- 52—Banjo marvel of the air
 54—Attempt
 55—Exists
 56—Beautiful island near Java
 57—Eastern Canada and U. S.
 haif plenty last winter
 59—Next to high "do"
 60—Oversupplies
 52—Undersupplied
 53—How the Prince of Wales
 likes to travel

- 1-Try to confine it to income 2-Graduate in Pharmacy (ab-
- brev.)
 3—Exist
 4—Following

SOLUTION TO LAST WEEK'S X-WORD PUZZLE



- 5-Short sleeps
 5-Single
 7-Vermont (abbrev.)
 8-Maintains
 10-You tune in with it
 11-Fur bearing mammal
 12-Children lick it off the cake
 13-Negative replies 13—Negative replies 15—Book of the Bible 18—Funsters of the Columbia network 20—Mother

-Short sleeps

- 72—Appendige 23—Last name is Whiteman 25—Free
- How cheese gets with age

- 38 Eager 39 What's left of your pencil after X words
- after X words

 11 Encounter

 13 He carries his home with him

 44 Hillside in path of a glacier

 46 Goes with the wind

 47 Important source of iodine

 48 Girl's name

 50 Expiring

 57 Section

- 52—Section 53—East Indian seer 56—Softer than a coll 58—Growth often seen on the face
- 50-South America (abbrev.) 51-South Caroana (abbrev.)

Marks Wave

Meter. Ruth York—native New York-er who is "Marie, the Little French Princess" over CBS-WABC—birthdays on September 10. She loves winter sports and aspires to visit Alaska.

Meter. Dave Rubinoff, who keeps himself just fairly well-to-do by buying old violins, adds a year on September 3. His hobby is taking unemployed musicians

Meter. Ward Wilson-Jack Pearl's announcer and emsee—is partying his wife on September 3 in honor of their second wedding anniversary. She is the former Betty Lou Webb. Wilson, a radio engin-eer, took up radio chit-chat for fun. He likes football and baseball and is a sucker for boardwalk concession stands.

Meter. Unnoticed went the fact that on August 17, birthdays were celebrated by the Voice of Experience, and Mae West —who scarcely can be called the Voice of Inexperience.

Meter. Mutual admiration and congratulations between Tommy McLaughlin and Milton Watson. WABC radio song-sters—born September II and 8 respective-ly. Tommy says Milton is radio's best singer. Milton says: "No. Tommy is." California claims both

Meter. Harold Sanford, NBC house musician and Victor Herbert admirer, has one of the world's most complete Herbert libraries. On September 5 he starts an-other year of hating tango rhythms.

Meter. Reginald Knorr, "Myrt and Marge" player, who birthdays September 5, is the pride of Mottville, Mich. He loves flashy roadsters and drives well

Meter. "Commodore" John C. Thomas will spend part of his September 6 birthday aboard one of his ten boats. Studied medicine, played football; he now invites his soul with music.

Ex-public-speaking-schoolboy Frank Singiser—who now slings verbs, nouns and adjectives as an NBC announcer—anniversaries on September 7 with wifie, Mary Alice. He went to school in India for five years-loves riding horses.

RADIO GUIDE is paying **FOR LAST LINES TO**

RADIUS JINGLES try your skill-its Free!

Winners of Jingle No. 4

The radio programs have done
a creat deal to bring folks fine tua.
But if asked who did most,
i'd say "Cantor" and beast

1st Prize \$25 John Cole Chicago, Illinois

"He's 'Eye' -deat for millions in fun."

2nd Prize \$15 Ralph Brooks Fort Edward, New York "That be's 'Tops" with I. Wallington."

3rd Prize 510 Mrs. M. B. Franklin Philadelphia, Pa.

A rare treat and not overdone

\$5.00 Prizes:

Rainh V. Chase Deer Park, O Earl Terrell Lafayette, La Darrell H. Ewins Oktahoma City, Chla D. C. Garet Douglas, Wyo

John Grace Hernell, N. Y.

William Wilson Pert Arthur, Ont. Mrs. Wm. A. Jenkina Indianapolis. Ind. Hyman Mejer Les Augeles, Calif. Ivan Emerson Westen W. V

Isn't it just astonishing the way Endio Guide in paying money to its readers for having a little ammsement writing last lines to Jingles! Yes sir. \$100 in real cash is paid every week. Try your skill! Write a last line for Timele No. 6 printed below and mail it to "Jingles" Endio Guide. Chicago

THE RULES:

Each week antil further notice, Radia Guide will print an animished "Radio Jingle." You are invited to write the last line for the Jingle. Write anything you wish. The last line most rhyme with the first two lines.

Radio Guide will pay \$100.00 in cash prizes each week for the best last lines sub-mitted for the Jingle published that week. (See Prize List below.)

3. You may send in as many answers as you wish. Try to be clever. Originality will count. Negtness will count.

4. Mail your answers to "Jingles. Hadio Guide. 423 Plymouth Ceurt, Chicago, Answers for this week's Jingle must be in by 10 A.M., Friday. September 7th. Winners will be announced in Radio Guide as soon thereafter as possible.

5. This offer is open to everyone except employes of Radio Guide and their families. Answers will be judged by a committee appointed by Radio Guide. The committee judgement will be final. In case of ties duplicate awards will be given.

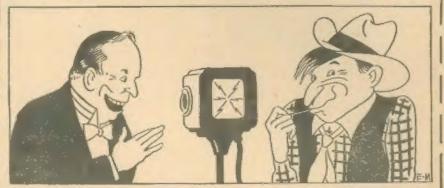
8. The use of the coupon in Radio Guide is suggested but not required. You may write your last line on the coupon or on a post raid or on any other place of paper. Radio Guide may be examined as its effices or at table. Therefore from

THE PRIZES

Total		\$100.00
Next 10 Prizes \$5.	.00 each	50.00
3rd Prize		10.00
2nd Prize		15.00
1st Prize	*******	\$25.00
1st Prize		\$25.00

AMERICA'S WEEKLY MAGAZINE OF PROGRAMS and PERSONALITIES

CAN YOU WRITE A LAST LINE FOR THIS?



Will Rogers is one who to me Is radio's master of glee, The way he cracks jokes About Washington folks,

ķ	rile	your	Loss	line	here

NAME_

STREET ADDRESS_

CITY__

_STATE__

Jessica Dragonette

As She Appears Under the

MIKEroscope

By Lee Mortimer

Jessica Dragonette is a girl of a million personalities. She decided not so long ago that each individual who hears a radio singer's voice from his loudspeaker, pictures the artist in his mind's eye differently. Thus to one listener a singer is blonde, to another brunette, to a third fat and voluptuous, to a fourth thin, anemic and cold. To satisfy all these various viewpoints, Jessica is trying to be all things to all people.

But to this observer Miss Dragonette, as seen through the MIKEroscope, resembles the girl back home, the dainty miss who is escorted proudly to the season's first big football game, Jessica Dragonette's first New York job came when she was chosen by Max Reinhardt for the only sole part in the original American production of "The Miracle." Later she played Kathie, the leading feminine role in "The Student Prince" and was the ingenue in the 1926 edition of "The Grand Street Pollies."

In "The Miracle" Jessica first learned what it's like to sing to an invisible audience. She sang the part of an angel, suspended far above "the clouds." "I suppose it's the nearest I'll ever get to Heaven," she remarked. Her song was without accompaniment, most difficult to keep on pitch. Feodor Chaliapin heard her, remarked on the beauty of the unseen angel's voice, Jessica describes her eyes as "plaid." She's fair and blonde, five feet two inches tall, and weighs less than a hundred pounds. She likes all kinds of art—music, painting, sculpture, poetry. She does a great deal of reading, preferring the acknowledged masters. When she isn't in such a highbrow mood, she bowls. She has a hidden vice. When no one is looking she sneaks off and writes verse. She even had some of her poems published. Her favorite colors are beige and red. She doesn't go in much for jewelry, but does like pearls. She adores furs.

Fan mail is one of the joys of her life. She receives from 750 to 1,000 letters every week. Many of these she answers in her own hand. So many of her letters are proposals of marriage that she has come to th





Kick Off! The Season's On

With the shrill whistle of the umpire ushering in the fall's first pigskin kickoffs, radio's ace sportcasters are polishing up their field glasses and otherwise readying themselves for one of the microphone's busiest seasons at the football gridirons,

Every thrilling moment—every second of play—of all the important collegiate battles will be brought to listeners' loudspeakers by the radio reporters of the National Broadcasting Company, the Columbia Broadcasting System, the American Broadcasting System and many independent stations.

Listeners tuned to NBC's broadcasts will hear Graham McNamee and Don Wilson, with Hal Totten doing midwestern honors; CBS tuners in will have their games described vividly by Ted Husing, assisted by his man Friday, Les Quailey, and Columbia's Chicago key station, WBBM, will have the veteran Pat Flanagan at the microphone. For the newly organized ABS network, Clem McCarthy, celebrated turf and sports mikeman, has been signed to do the play-by-plays.

At the moment interest centers on the collegiate All-Stars vs. professional Chicago Bears night

By Chester Matthews

game, scheduled for Soldier's Field, Chicago, on Friday, August 31. NBC's WJZ network will carry the game at 10 p. m. EDT, 9 p. m. EST or CDT, or 8 p. m. CST. Hal Totten and Gene Rouse will microphone the event and Referee Nick Kearns is slated to speak. WGN, powerful Chicago station, will have Bob Elson reporting the same contest, beginning thirty minutes earlier.

While NBC's complete plans, announced to be more elaborate than ever, are not yet ready for publication, the network will schedule its games on a week-to-week basis, depending upon the outcome of earlier games and the prospects, as the season develops, for the more interesting battles of the championship contenders. The ABS plans are likewise flexible. One game definitely on the National Broadcasting Company and Columbia cards is University of Southern California vs. Notre Dame at Los Angeles on Saturday, December 8.

At least twenty major college games will be described over the CBS-WABC network, starting Saturday, September 22, and continuing through

New Year's Day when the first annual Havana Fiesta gridiron classic will be the unusual treat to be aired. The complete Columbia schedule follows: Sept. 22: Manhattan College vs. St. Bonaventure at New York (WABC and N.Y. State network only). Sept. 28: U. of West Virginia vs. Duquesne U. at Pittsburgh (night game with floodlights). Sept. 29: Pittsburgh U. vs. Washington and Jefferson U. at Pittsburgh.

Sept. 29: Pittsburgh U. vs. Washington and Jefferson U. at Pittsburgh.
Oct. 5: Notre Dame vs. Texas U. at South Bend, Ind. Oct. 12: Fordham vs. Boston College, at Boston.
Oct. 13: Pittsburgh U. vs. U. of Southern Calif., at Pittsburgh. Also Stanford vs. Northwestern U., at Palo Alto, Calif.
Oct. 20: Fordham vs. St. Mary's College, at New York.
Oct. 27: Army vs. Yale, at New Haven, Conn.
Nov. 3: Princeton vs. Harvard, at Cambridge, Mass.
Also Minnesota vs. Michigan, at Minneapolis.
Nov. 10: Northwestern va. Illinois, at Chicago, and of Harvard vs. Army, at Cambridge,
Nov. 12: Boston vs. Centre College, at Boston.
Nov. 17: Michigan vs. Ohio State, at Columbus, O.
Nov. 24: Notre Dame vs. Army, at New York.
Nov. 29: Pennsylvania vs. Cornell, at Philadelphia.
Dec. 1: Army vs. Navy, at Philadelphia.
Dec. 2: Notre Dame vs. U. S. C., at Los Angeles.
Jan 1: Havana Fiesta, at Havana, Cuba.